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BROADCASTING

combined with

Broadcast Advertising

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WASHINGTON, D. C.
SEPTEMBER 15, 1935

Canada and Foreign
$4.00 the Year

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THE JOHN CRERAR
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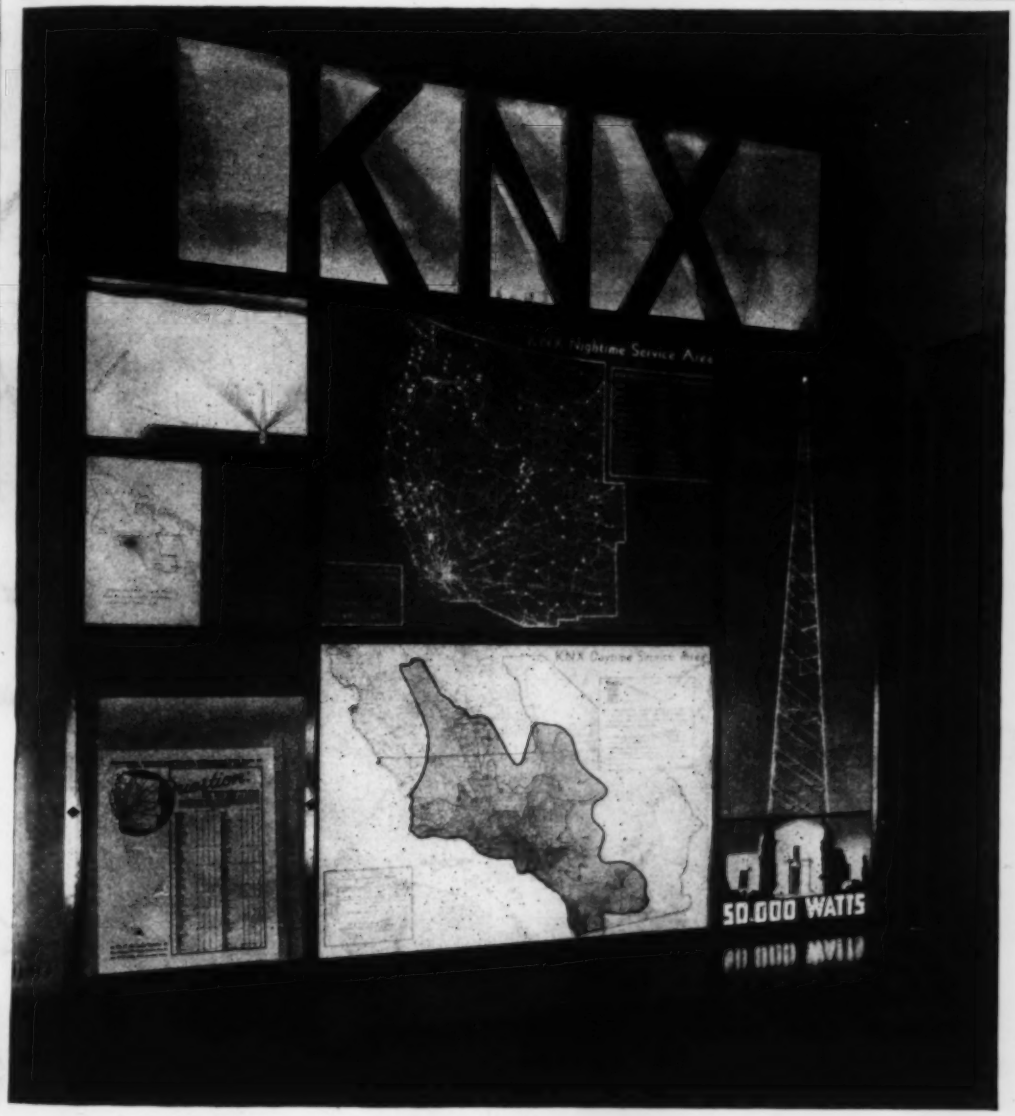


The audition room in KNX's new $250,000 studio combines the very latest technique in auditory and visual presentation. As the sponsor's program is being auditioned, he has flashed before his eyes . . . by means of illuminated maps . . . in color . . . the coverage story of the Station.

■

NIGHTTIME COVERAGE

KNX's NIGHTTIME Service Area is shown to be the 11 Western States with PLUS coverage throughout bordering states, Western Canada and Alaska.

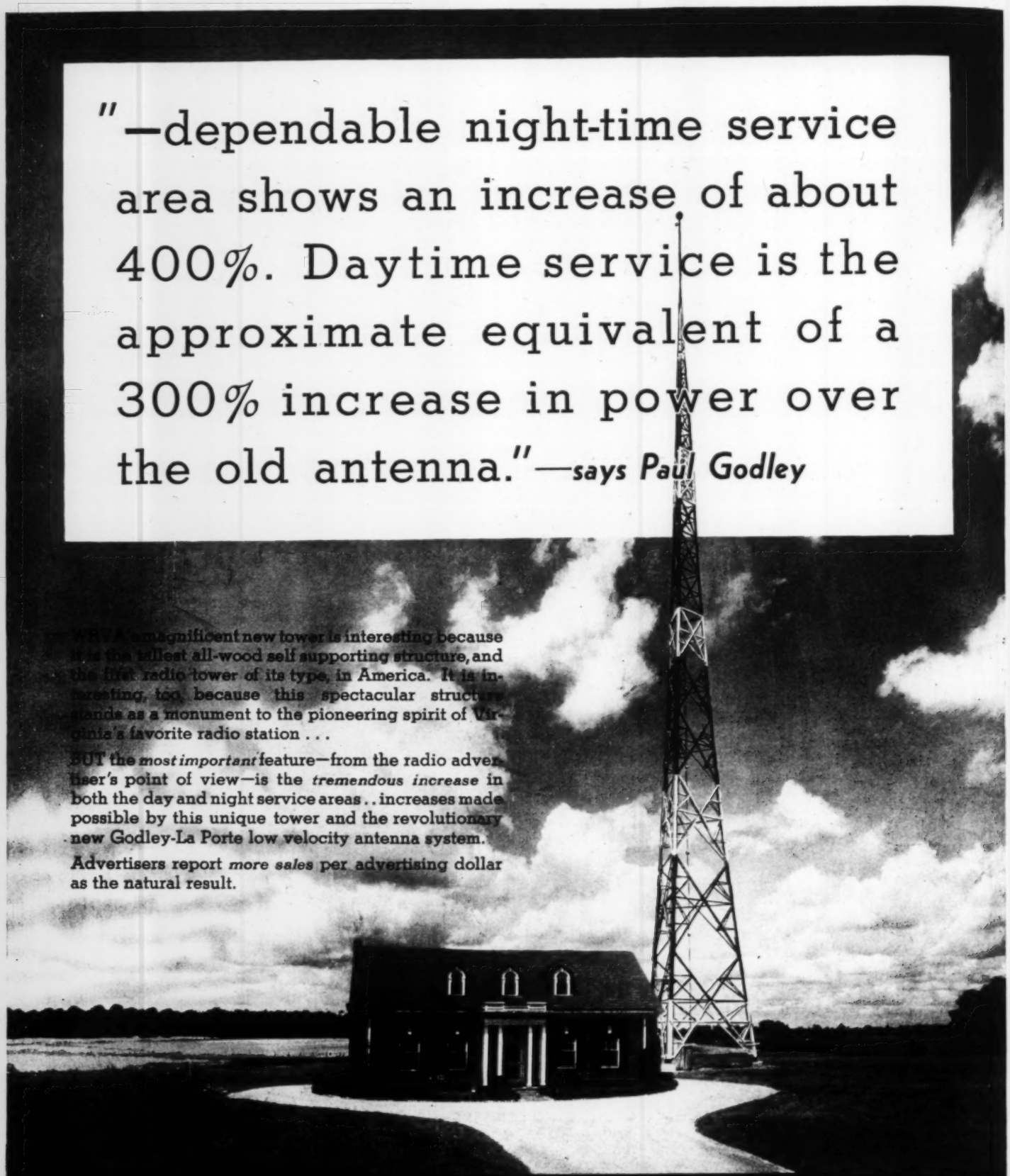
■

DAYTIME COVERAGE

Field strength measurements and mail breakdowns show KNX DAYTIME Service Area to be Southern California with PLUS coverage throughout the great San Joaquin Valley.

KNX "THE VOICE OF HOLLYWOOD"
John Blair & Co., National Representatives

"—dependable night-time service area shows an increase of about 400%. Daytime service is the approximate equivalent of a 300% increase in power over the old antenna."—*says Paul Godley*



WRVA's magnificent new tower is interesting because it is the tallest all-wood self supporting structure, and the first radio tower of its type, in America. It is interesting, too, because this spectacular structure stands as a monument to the pioneering spirit of Virginia's favorite radio station . . .

BUT the *most important* feature—from the radio advertiser's point of view—is the *tremendous increase* in both the day and night service areas . . increases made possible by this unique tower and the revolutionary new Godley-La Porte low velocity antenna system.

Advertisers report *more sales* per advertising dollar as the natural result.

WRVA
RICHMOND, VA.

"THE EDGEWORTH TOBACCO STATION · DOWN WHERE THE SOUTH BEGINS"

5,000 WATTS

Buy the Whole Pie

WHEN you try to cover New England with one station or a small group of stations, you are getting only a slice of the pie.

You leave a substantial portion untouched.

The reason for this lies in New England's many separate and large centers of population, where local stations command the large audiences. New England listeners, in other words, are decidedly a split audience—so much so that important markets are definitely beyond the sales influence of any one station or small group of stations.

If you want a New England-wide audience—New England-wide sales, this can be accomplished in only one way. Buy Yankee Network's blanket coverage.

The Yankee Network's 12 stations give you the largest possible New England audience. They reach the greatest purchasing power in the major trading areas from Bridgeport, Conn., to Bangor, Maine.

When you buy Yankee Network's 12-station coverage, you sell all New England.

THE YANKEE NETWORK, INC.
21 BROOKLINE AVENUE, BOSTON
EDWARD PETRY & CO., INC., Exclusive National Sales Representative

YANKEE NETWORK

"Let's start small, Mr. F J & F!"

WE DON'T care a tinker's tink whether your appropriation is large, small, or medium-size. Nor whether you want to start with a test campaign on one station, or one hundred. What we *are* interested in is to show you how your dollar can pay you big returns through the intelligent use of a *spot radio* campaign.

Not that we don't like big billings. But we, and these stations we represent, firmly believe we can make more money and have more fun by passing up an immediate dollar occasionally, and devoting our best efforts to helping more national advertisers to *start right* and to *get results* in spot broadcasting.

FREE, JOHNS & FIELD, INC.

Associated with Free & Sleininger, Inc.

Radio Station Representatives

NEW YORK	CHICAGO	DETROIT	SAN FRANCISCO	LOS ANGELES
110 East 42nd St.	180 N. Michigan	New Center Building	Russ Building	C. of C. Bldg.
Lexington 2-8660	Franklin 6373	Trinity 2-8444	Sutter 5415	Richmond 6184

WCSC . . . . . Charleston	WDRC . (CBS) . . . . Hartford	WMBD . (CBS) . . . . . Peoria
WIS . (NBC) . . . . . Columbia	WKZO . (NBC) . . . Kalamazoo	WPTF . (NBC) . . . . . Raleigh
WAIU . . . . . Columbus	WNOX . (CBS) . . . . Knoxville	WDAE . (CBS) . . . . . Tampa
WOC . (CBS) . . . . Davenport	WMAZ . . . . . Macon	KTUL . (CBS) . . . . . Tulsa
WDAY (NBC) . . . . . Fargo		KALE . . . . . Portland

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BROADCASTING
and
Broadcast Advertising

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Scripps-Howard Enters Broadcasting Field

By SOL TAISHOFF

Will Seek Radio Affiliations in Its Publication Cities; Bickel to Be President and Hanrahan Vice President

THE POWERFUL Scripps-Howard organization, long in the forefront of American newspaperdom, has decided to enter the broadcasting field in a comprehensive way, probably with the ultimate object of acquiring broadcasting stations or station affiliations in each of the 24 cities in which it publishes newspapers.

With the filing of an application with the FCC Sept. 3 for acquisition of its first station, WFBE, Cincinnati, it was learned on good authority that this would be the forerunner of other station acquisitions or affiliations. Preliminary organization details, including the assignment of its radio executive personnel, it was learned, already have been worked out.

The WFBE assignment application was quickly followed on Sept. 11 with the filing of two additional applications by the Scripps-Howard radio subsidiary for new stations in Columbus and Toledo. One is for a full time station on the 1310 kc. local channel, with 100 watts day and night, which would become the affiliate of the *Columbus Citizen*. The second is for a full time station on the 1210 kc. channel, with 100 watts night and 250 watts day, to be affiliated with the *Toledo News-Bee*.

Karl A. Bickel, until early this year president of the United Press Association, a subsidiary of the Scripps-Howard organization, already has been designated as the executive head of the organization which will operate the newspaper stations as they are acquired.

Reversal of Policy

TO SERVE as the actual operating head of the Scripps-Howard broadcasting organization, it is understood, is James C. Hanrahan, who has resigned from the vice presidency of the Iowa Broadcasting Co. and its associated corporations, which operates the *Des Moines Register-Tribune* stations —KSO and KRNT, Des Moines, and WMT, Cedar Rapids, Ia. Mr. Hanrahan for nearly three years has been the radio executive of the *Register-Tribune* stations, and formerly was acting managing editor and promotion manager of the newspapers.

Asked by BROADCASTING to comment on the significant radio move by his organization, Mr. Bickel said Sept. 11:

"The purchase of Station WCPO [call letter change requested for WFBE] by the Scripps-Howard newspapers, subject to the approval of the FCC, 'simply demonstrates an increasingly strong conviction on our part of the developing opportunity for the use of radio in connection with the newspaper. It seems to us that the benefits of such an association to the general newspaper consumer will be very real.'"

"RADIO JOURNALISTS" — Here are the executives of the Scripps-Howard organization who are launching its broadcasting project. Left to right: Karl A. Bickel, former president of United Press and president of Continental Radio Co.; Robert P. Scripps, Jr., principal owner of the Scripps-Howard enterprises; Roy W. Howard, chairman of Scripps-Howard, and James C. Hanrahan, vice president of Continental.

The decision to invade broadcasting represents a complete reversal in policy by the Scripps-Howard organization. Roy W. Howard, chairman of the board, has been an ardent opponent of newspaper collaboration with radio and of radio generally as an advertising medium. No Scripps-Howard newspaper, it is understood, has ever had an ownership interest in a station heretofore.

The Scripps-Howard decision, believed to have been motivated largely by Mr. Bickel, who long has displayed an intense interest in broadcasting, comes on the heels of the action of its press-association subsidiary, the UP, which last May began the sale of its news reports to broadcasting stations. This culminated a two-year fight within the American Newspaper Publishers Association, and obviously, had the sanction of the parent Scripps-Howard organization.

The move constitutes another long stride in the trend toward newspaper ownership of broadcasting stations. Some 125 stations, of the 620 licensed, already are either owned by or corporately affiliated with newspapers. The Hearst enterprises, controlling a large metropolitan newspaper chain competitive in some cities with Scripps-Howard papers, already have acquired the ownership of six stations and are negotiating for or considering the acquisition of others. The Hearst objective, too, is that of ultimately acquiring station affiliates for each of its two dozen newspapers.

Several smaller newspaper chains, such as the McClatchy group in California and the Gannett chain in New York State, are operating stations in connection with their newspapers. More than 30 applications now are pending before the Broadcast Division of the FCC for new newspaper stations, and these doubtless will be supplemented by others, now that the important Scripps-Howard organization has launched its campaign to become a factor in broadcasting.

The application for the license of WFBE, Cincinnati, was filed by Mr. Hanrahan, as vice president of the Continental Radio Co., listed as a new corporation, with offices in the Union Central Bldg., Cincinnati. It seeks voluntary assignment of the license of the 100-watter (250 watt day), operating on 1200 kc., from Radio Station WFBE Inc. to the new corporation. The application stated that the E. W. Scripps Co. owns 100% of the stock of Continental. The E. W. Scripps Co. owns a control in practically all of the Scripps-Howard properties. The amount involved in the proposed purchase is believed to be in the neighborhood of $50,000.

Virtually identical facts were set up in the applications for the new stations in Columbus and Toledo.

George M. Schott, of Cincinnati, president of the WFBE corporation, signed the application seeking voluntary assignment. The document stated that the assignee proposed to render a "new type of highly localized broadcasting service", and improve the station's programs and equipment. The *Cincinnati Post* is the Scripps-Howard newspaper in that city but under the present plan will not control the station, simply cooperating with it.

Headquarters for the Scripps-Howard radio organization will be established in New York. Mr. Bickel will be the executive head, with station operation to be carried on under the supervision of Mr. Hanrahan. While no definite word was forthcoming, it is reported that several options for the purchase of additional stations in cities where the company has newspapers have been procured and may be exercised shortly.

Operation of stations as they may be acquired, it is indicated, will be through the Continental corporation.

Whether or not the Scripps-Howard organization succeeds in acquiring stations in particular cities in which it publishes newspapers, it is evident it will attempt to develop news tie-ups with established stations. The first of these was consummated in New York last month when the *New York World-Telegram* arranged a definite news broadcasting schedule, including financial reports, over WMCA in that city. Similar efforts will be made in other cities through the newly-created broadcasting organization.

Other Affiliates

THE Scripps-Howard organization, in addition to its ownership of the United Press and the 24 metropolitan newspapers, owns Newspaper Enterprise Association, a feature service, Acme News-Picture Service, Science Service, and United Features Syndicate. There is no Scripps-Howard corporation, as such, but the Scripps-Howard organization is controlled by Robert P. Scripps Jr., heir of the founder of the organization, and Roy W. Howard. There are some-60 corporations controlled by the Scripps-Howard organization.

The Scripps-Howard newspapers are the *Birmingham Post*, *San Diego* (Cal.), *Sun*, *San Francisco News*, *Denver Rocky Mountain News*,

(Continued on page 45)

"Committee of 15" To Prepare Plans For Audit Bureau

Will Meet Sept. 15; Networks Provide Preliminary Funds

WITH COMMITMENTS aggregating $30,000 from the two major networks for the expenses of the preliminary studies, steps are being taken by the trade associations for radio advertisers, advertising agencies and broadcasters looking toward the creation of a cooperative radio bureau to standardize circulation and coverage data. A meeting of the "Committee of 15", equally representative of the three trade groups, has been scheduled in New York for Sept. 19, when effort will be made to arrive at a definite starting point on the project — long espoused by elements in each of the industries.

Launched early this year by the NAB, the project has as its object creation of a cooperative organization which would be the radio counterpart of the Audit Bureau of Circulation in the periodical field. Because of the circulation, coverage and listener data factors which are peculiar to radio, there is at present a divergence of opinion as to the form the proposed agency should take. It has been tentatively agreed, however, that the bureau should be cooperative, with the expense borne by each of the three industries affected and with control resting in no one single group.

Uniformity Sought

TO COOPERATE in the discussions are the NAB, American Association of Advertising Agencies, and the Association of National Advertisers. Each has appointed a committee of five to participate in the conversations. These committees formally will pursue the preliminary negotiations of the last few months in which unofficial units representing each trade association have participated.

NBC has offered $20,000—$10,000 for each of its nation-wide networks—to help defray the cost of the preliminary studies, while CBS has pledged $10,000 for its network. This fund will be utilized in any manner finally agreed upon by the three trade association groups. How long it will take the joint committee of 15 to launch its work cannot be forecast. Barring unforeseen developments requiring more power, the separate committees have been vested with full authority to proceed with the project without getting further action from their trade association boards.

The project first was suggested as a means of discarding the existing non-standardized methods of measuring coverage and listener data used by stations. Agencies and advertisers repeatedly have maintained that the lack of uniformity of these surveys renders them almost entirely useless. For example, it has been brought out that three competitive stations in the same market have made independent surveys, each showing that it ranks first in listener favor, and first in coverage.

As originally outlined, the cooperative bureau itself would devise a method of determining technical station coverage or audience survey data, or both, subject to the approval of the committee of 15. In the preliminary conversations it had been proposed that the NAB and the ANA each have 40% of the voting control of the bureau, with the AAAA, as the organization representing those who work both for the advertiser and the medium, holding 20%, or the balance of power.

The NAB committee of five, named to carry on the negotiations on behalf of the broadcasting industry by NAB President Leo J. Fitzpatrick, comprises Arthur B. Church, KMBC, Kansas City, chairman; Alfred J. McCosker, WOR, Newark; Edgar Kobak, NBC vice president in charge of sales; H. K. Boice, CBS vice president in charge of sales, and J. O. Maland, WHO, Des Moines. Whereas both the NAB managing director (then Philip G. Loucks) and its research director, Herman S. Hettinger, were ex officio members of the original committee, they are not serving in that capacity on the new one. James W. Baldwin, who succeeded Mr. Loucks as managing director, as a consequence, is not officially connected with the NAB committee, while both of the other trade associations have their executive officers as regular members.

The ANA committee comprises Stuart Peabody, of the Borden Co., ANA chairman of the board, as chairman of its committee; D. P. Smelzer, Procter & Gamble Co.; M. H. Leister, Sun Oil Co.; Harold B. Thomas, Centaur Co., and Paul B. West, managing director of ANA.

Representing the AAAA are C. F. Gannon, radio director, Erwin, Wasey & Co. Inc.; L. D. H. Weld, McCann-Erickson Inc.; George Gallup, Young & Rubicam Inc.; John Benson, AAAA president, and F. R. Gamble, AAAA executive secretary.

Concerning Station Surveys

By PHILIP G. LOUCKS

AN OLD pamphlet issued by the National Association of Broadcasters disposed of the coverage and program survey question in a single sentence, as follows:

"The best sales data is result data."

That statement cannot be improved. But it has not satisfied stations on the one hand; nor time buyers on the other.

Broadcasters and networks spend many thousands of dollars annually on surveys of all kinds. The main purpose of these surveys is to show that the particular station or network paying for the completed job has some peculiar advantage over its competitor or competitors. Then advertising agencies and advertisers also spend many thousands of dollars annually on surveys of all kinds. The main purposes of these surveys are to prove either that one program is more popular than another or that a particular program is not popular at all, in which event the stations or network, or radio generally, is blamed for the failure.

Then there is also jealousy among the broadcasters, networks, advertisers and agencies over the minor point of control over surveys. The broadcasters would like to control all surveys; and they offer good reasons. The agencies would like to control them; and they submit good arguments. The advertisers would like to control them; and they also offer good arguments.

Now if there is established the premise that information about broadcast advertising is essential both from the view-point of the broadcaster and the buyer—and it is essential—then no one group should control. Data can best be obtained and authenticated and money for surveys best expended if all interested groups cooperate in the establishment of an independent bureau which will serve stations, networks, agencies and advertisers equally, without prejudice, without partiality and without internal politics.

Cooperation—in the truest sense of the word—will bring success. Lack of cooperation will doom the venture to failure. And failure will mean continued waste of thousands of dollars annually in useless surveys.

Loucks to Contribute Observations on Radio

PHILIP G. LOUCKS, former managing director of the NAB, and now a practicing attorney in Washington, has consented to the request of the editors of BROADCASTING to submit from time to time his observations on current problems of the industry of timely interest. In these articles, Mr. Loucks will not necessarily reflect the views of the editors of BROADCASTING. He will choose his own subjects and write about them in his own style.

During nearly five years as NAB managing director Mr. Loucks was intimately associated with practically all industry problems. Prior to that he was a newspaperman in Pennsylvania and in Washington where he served on the United Press Bureau. He turned from newspaper work to the practice of law and accepted the call to the NAB managing directorship in 1930. The editors of BROADCASTING are pleased to welcome Mr. Loucks as a contributor.

New Cosmetics Sponsor

ROGER & GALLET, New York (cosmetics), will make its radio debut Friday, Oct. 25, 8:15-30 p. m. with a weekly program on the NBC-WJZ basic network. W. E. Johnson, vice president of Marschalk & Pratt Inc., New York agency, made arrangements for the program with the Paris office of the sponsor while in Paris last summer. Bob Crosby and his orchestra will be the talent. The program has been signed for 13 weeks with a possibility that it will be extended.

WASHINGTON STATE APPLE BUREAU, Wenatchee, plans a fall campaign for boxed apples.

Deletion of KFYR Is Ordered by FCC

Stepping Up of Power Charged To Station in Bismarck

KFYR, Bismarck, N. D., was ordered deleted effective Oct. 29 because of alleged infraction of technical regulations, in a decision Sept. 9 by the Broadcast Division of the FCC. It marks the first time since 1930, when the former Radio Commission deleted the Dr. John R. Brinkley station KFKB, Milford, Kan., that a station has received the death sentence.

The decision, by a two to one vote, with Broadcast Division Chairman Sykes dissenting, was based on evidence adduced at a hearing before the Division en banc last June, purporting to show that the station had "stepped up" its power beyond its licensed output for a period of several years.

A petition for reconsideration of the decision was filed with the Broadcast Division Sept. 11 by Duke M. Patrick, former general counsel of the Radio Commission, as counsel for KFYR. Proposing that the FCC either reconsider and grant the station a renewal license or reconsider and grant a rehearing with oral arguments, Mr. Patrick stated that by deleting the station not only its management and personnel would suffer but a substantial audience in its service area would be deprived of broadcasting service.

The petition in all probability will be considered by the FCC at its next meeting Sept. 17. Reversal of its decision in this case would not be unprecedented either in the FCC or its predecessor Radio Commission.

Appeal Is Foreseen

THE CASE was regarded as a "test" in that the FCC had stated that it would no longer tolerate technical violations. P. J. Meyer, owner of the station, and a prominent broadcaster, had testified that he had no knowledge of the violations since he is not a technician. Upon notice of the complaint, he testified, the three engineers responsible for the alleged violations were dismissed.

The Broadcast Division has not yet issued its statement of facts and grounds for decision. It probably will be handed down prior to Oct. 29, the date on which the deletion order is scheduled to become effective.

Under FCC rules, KFYR will have 20 days from Oct. 29 in which to note an appeal to the U. S. Court of Appeals for the District of Columbia. More than likely, the appeal will be accompanied by a petition for a stay order, to hold up the effect of the decision during the pendency of the appeal. Should this procedure be followed and a stay order granted, at least six months will elapse before there will be an adjudication.

KFYR, a pioneer station in the Midwest, was established in 1925 by Mr. Meyer. It operates on the choice 550 kc. regional channel, with 1,000 watts at night and 5,000 watts day, unlimited time.

At the same meeting the FCC announced that it had designated for hearing the application of the Farmers Educational & Cooperative Union of America for a new station at Bismarck to use the facilities of KFYR.

Joint Federal Program Control Likely

FCC and FTC to Get Together in an Effort to Define Respective Duties in Watching Radio Advertising

DEVELOPMENT of a liaison between Federal Communications Commission and the Federal Trade Commission in checking broadcast advertising of a questionable nature, under which the two federal agencies will clearly define their respective activities, is assured as a result of the procedure effected last month whereby the latter agency assumed basic jurisdiction over such advertising.

The first tangible step in this direction was taken by the Broadcast Division of the FCC at its meeting on Sept. 10 when it adopted a resolution authorizing Chairman Sykes of the Division to communicate with Chairman Ewin L. Davis of the FTC and arrange for a joint session of the two agencies to discuss the entire project. The resolution, offered by Chairman Prall, suggested that the Broadcast Division, constituting a committee of three, meet with a committee of three of the FTC for the discussion.

As BROADCASTING went to press the meeting had not been arranged but it was expected that it would be held within the next fortnight. The plan was to make the discussion informal and to arrive at a definite division of work, along with a liason arrangement.

Chairman Prall, a former Congressman, who was largely instrumental in instituting the campaign for advertising reform when he assumed office early this year, said he felt it would be of benefit if the two commissions met jointly to discuss the procedure. Asserting that the FTC arrangement with stations under the stipulation procedure was another step in the proper direction, Mr. Prall declared that the FCC would seek to shape its activity to dove-tail with that of the trade agency.

Right of Waiver

UNDER the arrangement worked out by the NAB with the FTC, stations are given the right to sign waivers and stipulations involving commodities or services advertised over their facilities, whereby they agree to abide by any decisions reached by the governmental agency. [See Sept. 1 issue of BROADCASTING.] As a result of that procedure they are then eliminated from any punitive action which may be taken by the FTC against the advertiser. This is similar to the procedure followed in newspaper and periodical advertising with the publishers.

" I feel that definite progress has been made in cleansing the air of improper commercials, and that the new arrangements under which stations will be given the benefit of the Trade Commission's stipulation procedure should prove helpful," said Chairman Prall.

"The responsibility of the Federal Communications Commission is to see that the public interest is served by all station licensees, and that includes, of course, the general content and character of all programs. The Trade Commission, by virtue of the law under which it operates, is in position to analyze and examine into all products advertised in interstate commerce. The results of its labors naturally will be helpful to our Commission in ascertaining whether stations are serving public interest.

"By coordinating our efforts, we should be better able to serve the public and to help broadcast station licensees in a constructive way. Under such a revised procedure stations then will have no substantial basis for accepting improper accounts."

The Congoin Case

TIED into the prospective change in procedure has been the case of the Congoin Co., of Los Angeles, distributors of a yerba mate product, similar to tea, bearing the trade-mark "Congoin". It is a South American beverage being marketed actively along the Pacific Coast and is competitive with tea and coffee. The FCC has been grappling with the problem presented by Congoin because it has provoked international diplomatic repercussions.

The Congoin case grows out of a letter sent by the FCC's law department, written by Andrew Haley, attorney in charge of program investigations, to a number of stations which have handled the Congoin program, questioning the product and asking for information under oath, which plainly indicated that the stations were being placed under investigation as a result of their acceptance of this account.

As a consequence, many of the some 100 stations carrying the account promptly cancelled it. Meanwhile, supplies of the product were seized by the Food & Drug Administration of the Department of Agriculture, in Chicago. The company itself, according to E. S. Woolrich, president, who has been in Washington for a fortnight, is faced with bankruptcy, since it cannot merchandise its product while under the stigma of these Federal actions.

On behalf of one of the stations which had been solicited by the FCC for information regarding the Congoin account, Arthur W. Scharfeld, Washington radio attorney, Aug. 23 wrote the FCC that it was his view that the information requested was outside the scope of that agency's authority, and represented a radical departure from procedure previously followed.

Five days later Mr. Scharfeld was informed by the FCC that it felt that the inquiries were entirely justified and that they were apparently made "for the purpose of securing information which would enable the Commission to determine whether or not the granting of a renewal license to the station in question would serve the public interest." This letter also was written by the Law Department.

Meanwhile, however, the State Department communicated with the FCC about the Congoin case because of protests it had received from South American governments implying that the action against Congoin has resulted in practically destroying their exports of yerba mate to this country. It is estimated that U. S. imports of this product are valued at about $1,-000,000 annually, with the Congoin Co. importing substantially more than half of it.

Charges Persecution

MR. WOOLRICH also had addressed a letter to Chairman Ewin L. Davis, of the FTC on Aug. 24, reciting the history of what he described as the Federal government's "persecution" of his company. In the case of the FCC citations, he said it has worked an "almost unbelievable hardship" upon his company. "Firstly because the very tone and breadth of the inquiry itself has struck a note of terror on the part of most of the station owners and they have cancelled our programs or in our efforts to renew or negotiate contracts we are treated as though in some way we had turned into lepers, or developed small-pox or measles; and we are told that all of their desirable time has been contracted for, or that until we receive a 'clean bill of health' from the Commission (something for which we can find no procedure or precedent for doing) that they could not afford to place their station's license in jeopardy by doing business with us.

"What is even more disastrous, if that is possible, to our economic existence, is that through the various stations our competitors in the beverage industry have been informed that we were being held under a cloud, so to speak, by the FCC, and this news has spread like wildfire throughout our entire wholesale and retail trade to such an extent that our orders have been very seriously curtailed and our collections of outstanding accounts made almost impossible. As a matter of fact, what was a most promising, rapidly expanding, prosperous company in a few short weeks has been forced to discharge over 30 employes and to keep from going bankrupt to make an assignment for the benefit of its creditors."

While there has not yet been any further action on the part of the FCC in this matter, an investigation was ordered by the Broadcast Division, with the likelihood that steps will be taken to alter it. It appeared that this case would mark a turning point in the FCC procedure on "questionable" accounts, with the Trade Commission stepping into the picture, since it previously had investigated the Congoin Co., and had given it a clean bill of health insofar as its product and its advertising are concerned.

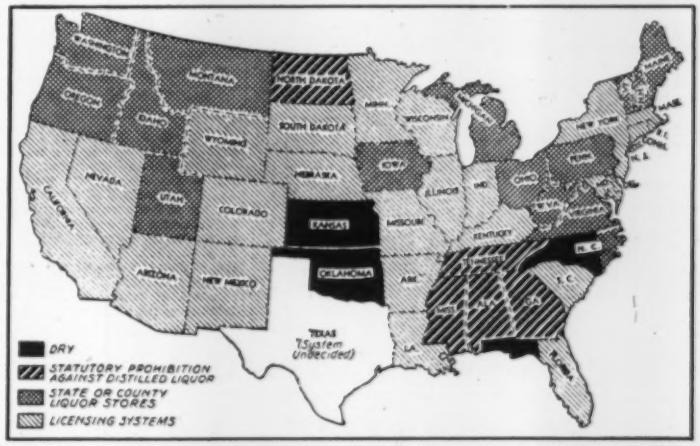
Suggested Procedure

THE VIEW was that, instead of allowing its Law Department to send out letters to stations seeking every conceivable bit of data, plus samples of the product advertised, and thereby placing the station in jeopardy by indirectly threatening it, the FCC should first procure the findings of a scientific or technical investigation. Should it find, as a result of the investigation made by a qualified governmental agency, such as the FTC or Food & Drugs Administration, that the product is dangerous or falsely advertised, then it would have a substantial basis for sending out a communication to the station and setting it for hearing on license renewal.

Mr. Prall indicated that such a procedure is likely, particularly in view of the new position occupied by the FTC under the stipulation procedure in the checking of broadcast advertising. "We will see if the apple is rotten before we bite into it," was the analogy he used.

Also in line with the effort to check advertising copy, particularly in the proprietary line, was the joint announcement late last month of the Mutual Broadcasting System and the Yankee network that they had joined the Proprietary Association as associate members to take advantage of that organization's advisory committee on advertising. A blanket offer to broadcasting stations to avail themselves of this service was made by the Proprietary Association in a telegram to the NAB con-

(*Continued on page 50*)



Map by Courtesy of New York Times

LIQUOR ADVERTISING—Thirty-nine states now permit liquor advertising, according to the Distilled Spirits Institute. States not allowing liquor copy are Alabama, Arizona, Georgia, Kansas, Mississippi, North Carolina, North Dakota, Oklahoma and Texas. District of Columbia and Alaska permit liquor copy. The map shows wet and dry states.

Sunday Is Busiest Day for Radio Sets

Psychologist Also Finds News Programs Are Most Popular

THE AVERAGE radio is going four hours and 20 minutes daily, Dr. Frank N. Stanton, of Ohio State University, told the members of the American Psychological Association, in convention early in September in Ann Arbor, Mich.

Using a machine attached to 50 test radios, which showed every 30 seconds whether or not the radio was in operation, Dr. Stanton found that Sunday was the most active day of the week, as far as radio use was concerned. Sundays, his records show, the average radio is on five hours and 35 minutes. Tuesday ranked second, and Saturday was the lightest. He pointed out, however, that this survey was made in the spring, and that with football broadcasts on during the fall, Saturday would undoubtedly advance in popularity.

Another survey was designed to find out just what the radio public prefers. Everyone, according to his findings, liked the news broadcasts most. Men rated comedy programs second and sports programs third. Women cast their votes, after the news broadcasts, for drama; and the third choice resulted in a tie between comedy and classical music.

Grouping these figures, Dr. Stanton found that the combined favorites were news broadcasts, first; comedy, second; drama, third; popular music, fourth, and variety and classical music tied for fifth.

What does the radio listener do while he's listening? This question, too, was answered by Dr. Stanton in his survey. Men confined their activities to three, while women extended the list to six. Listening, in itself, ranked first for both. Second, for the men, was reading, and eating was third. The women expressed themselves as doing, after listening, sewing, cleaning house, eating, ironing and resting.

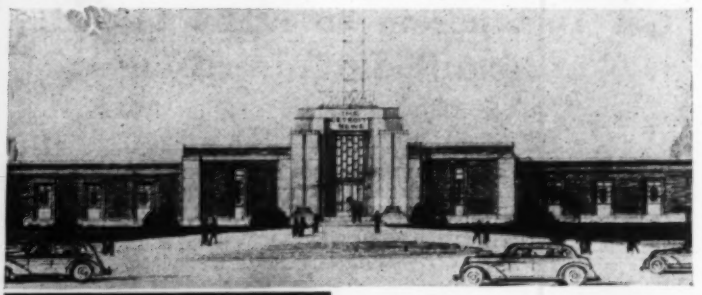
Most complaint, Dr. Stanton found, was centered around unjust advertising claims. He also said: "I found a surprising number of housewives who were in arms about children's programs."

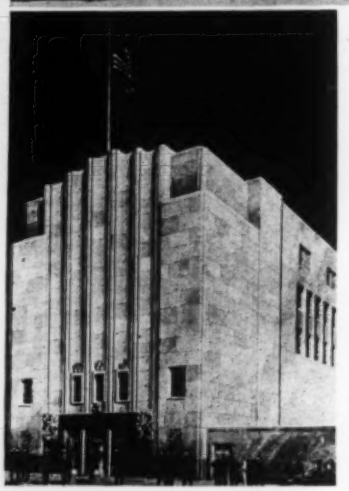
Code Death Brings Return Of Per Inquiry Offerings

DEMISE of the broadcasting code, which under the NRA regime eliminated practically all per inquiry and exchange-for-time deals, has led to a recurrence of such offerings. One of the latest comes from the Merle V. Cox Adv. Agency, 20 E. Jackson Blvd., Chicago, offering to exchange battery radio receivers at a retail price of $57.50 each for 13 or 26 quarter-hour transcription programs. It asks for 15% cash commission payable on receipt of the radios, which presumably would be sold or otherwise disposed of by the stations accepting the account.

Stewart-Warner Corp. recently recorded a series of 15-minute WBS transcriptions for local dealer campaigns to promote sales of auto radios, titled *The All Star Radio Roundup*, but these were officially reported being placed by Blackett-Sample-Hummert Inc.

Projected New Plant of WWJ, Detroit





STRICTLY modern in design and incorporating the latest in high-fidelity equipment will be the new studio and transmitter houses of WWJ, Detroit, which announced on its 15th anniversary Aug. 20 that it was preparing to build an entirely new radio plant this year. The buildings were designed by Albert Kahn, Detroit architect.

The studio house will be located just across from the *Detroit News* building, and the transmitter will be moved to the suburbs. Both are now housed in the newspaper building. The studio house will cost $500,000 and the transmitter plant $150,000.

The first floor of the broadcasting house will contain a studio seating 500 visitors in addition to performers. It will also have a fully equipped stage. The second floor will be devoted to business offices. On the third floor will be four more studios, each "floated" and treated with the latest acoustical methods.

Also on the third floor will be the main control room, a sound effects room, a lounging room for artists and offices for those in charge of programs. On the fourth floor will be observation rooms for the third floor studios and a private audition room.

CHEVROLET DROPS G-MEN PROGRAMS

CHEVROLET MOTOR Co., division of General Motors, will drop its *G-Men* program running on a nation-wide NBC-WEAF network when the first 13 weeks are completed on Oct. 12, because of unfavorable reaction from women's and civic organizations. Contentions that the program is having improper influence upon children are understood to be the basis for the decision.

In deciding to terminate *G-Men*, however, Chevrolet, through its agency, Campbell-Ewald Co., Detroit, has renewed for the time over NBC on Saturdays, 9 to 9:30 p. m. No program feature has yet been selected.

The Chevrolet transcription feature *Musical Moments* will conclude its second 13-week run over some 300 stations during the week of Oct. 14, and may be renewed for another 13 weeks on approximately the same list of stations, it was indicated. The campaign, should it run another 13 weeks, will entail an expenditure of approximately $1,500,000 — the biggest spot campaign ever placed. In all, the campaign would include a total of 117 programs on more than 300 stations over the three 13-week schedules. The programs have been transcribed by World Broadcasting System.

New Vacuum Campaign

AIR-WAY ELECTRICAL APPLIANCE Corp., Toledo (vacuum cleaners), on Sept. 3 began three 15-minute transcription programs weekly, daytime, over WJR, Detroit and WSPD, Toledo. The account is handled by Campbell-Ewald Co., Detroit.

Buick Plans Radio Drive To Present New Models

BUICK MOTOR Co., has acquired exclusive broadcast rights for the Max Baer-Joe Lewis prize fight in New York Sept. 24, starting at 10 p. m. (EDST). A combined NBC network, coast to coast, will be used, including Canada and Honolulu. Commercial announcements will be kept at a minimum, the sponsor announced, with a brief announcement at the beginning of the contest and another short one during the bout. The entire contest and a summary will be broadcast, regardless of the number of rounds fought, with Edwin C. Hill going over from CBS as descriptive announcer. Erwin, Wasey & Co. Inc., New York, is now handling the Buick account, which on Oct. 1 will go to Arthur Kudner Inc., new New York agency. The broadcast is coincident with announcement of the 1936 Buick line.

Buick will also use spot announcements over 86 stations Coast to Coast Sept. 23-28, inclusive. Four announcements will be given each day, two daylight and two evening, during station breaks. The sponsor is using these spot announcements to announce the new 1936 Buick's which will be on display Sept. 28. Erwin, Wasey & Co. Inc., New York, is the agency.

Local Radio Urged In Oyster Campaign

OYSTER packers and distributors in the 19 oyster-producing states will undertake an intensive advertising campaign, national and local, during the fall months in an effort to revive oyster consumption which has fallen off 70% since 1910. Although radio will not be used in the $100,000 national campaign of the Oyster Institute of North America, which is about to break, every effort will be made to encourage individual members of the Institute to use it in local and state campaigns.

This announcement was made early in September by Lewis Radcliffe, 5600 32d St., N. W., Washington, D. C., director of the Oyster Institute of North America and executive secretary of the Oyster Growers & Dealers Association of North America Inc. Mr. Radcliffe, former deputy commissioner of the U. S. Bureau of Fisheries, is directing the whole campaign and acting as advisor on the local and regional campaigns.

The $100,000 will be spent largely in class magazines and newspapers, Mr. Radcliffe said, with N. W. Ayer & Son Inc., Philadelphia, as the agency. Tying in with this campaign, the oyster men are being encouraged to secure the cooperation of state authorities for state and local campaigns with radio and cooking schools urged as excellent advertising outlets. It is planned to have "Oyster Weeks" instituted in various states throughout October and to have local and state packers' associations as well as individual packers go on the air.

The Oyster Institute's membership embraces 200 concerns, representing about 80% of the oyster business of the country. Mr. Radcliffe will furnish material to the local concerns for sponsored broadcasts they may want to purchase.

Chesterfields Return

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes) returns to CBS Oct. 2 with a twice-weekly musical series on 91 stations. The programs will be heard Wednesdays (with Lily Pons, soprano) and Saturdays (with Nino Martini, tenor), 9-9:30 p. m. The Andre Kostelanetz orchestra again will provide musical background for Chesterfield, with David Ross, winner of the diction medal of the American Academy of Arts and Letters, engaged exclusively to announce the series.

Koppers on Inter-City

KOPPERS GAS & COKE Co., New York, on Sept. 9 began sponsorship of *Five Star Final*, news dramatization feature over WMCA, New York, and WIP, Philadelphia, Mondays to Fridays, 8:15 to 8:30 and Sundays 9 to 9:30 EDST. The account is placed by N. W. Ayer & Son Inc., New York. The sale, according to WMCA, makes a total of 17 hours a week for sponsored programs running on both WMCA and WIP, the main links of the Inter-City Group.

A Year of Homecasting — The Story of FHA

By GEORGE T. VAN DER HOEF
Chief, Radio Section, Federal Housing Administration

A Government Bureau Turns to Radio and Quickly Attains Notable Success in Campaign to Rehouse a Nation

IN A HIGHLY specialized, although not localized sense, Aug. 15, 1935, marked an important radio milestone. It signalized the close of the first year of a practically pioneer radio effort—an attempt at governmental - industrial radio cooperation in the interest of the stimulation of the durable goods market. A year previously the program of the Federal Housing Administration was inaugurated by a coast-to-coast broadcast by Federal Housing Administrator James A. Moffett, on the *Washington Star Forum* of NBC.

It was characteristic of the former Standard Oil executive to utilize the newest medium of communication in launching the vast Federal program placed in his charge. It was still further characteristic that Mr. Moffett and his assistant, Stewart McDonald, should continue to utilize to the full the medium of radio for purposes of informing the public of the benefits they might derive from the provisions of the National Housing Act.

How FHA Operates

TO PRESENT fully the scope of the radio operations of the FHA, it is necessary to dwell briefly upon the objectives of the program of this Administration, that a clear picture of the part radio is playing in attaining these objectives may be visualized. The National Housing Act, as passed by the 73d Congress, provided for the establishment of the FHA as a facilitating agency for private capital, business and the individual home dweller. Its main operations come under Titles I and II of the Act. Title I provides for government insurance up to 20% of the total aggregate amount of individual loans up to $2,000 made by private financial institutions to individuals wishing to repair or modernize their dwellings. An amendment to Title I passed by the present session of Congress provides for the extension of insurance on private loans up to $50,000 for the purposes of repair or modernization of commercial or industrial properties. Title II of the Act provides for the establishment of a mutual mortgage insurance fund for the protection of financial institutions lending up to 80% of the appraised valuation of a property, provided the amount does not exceed $16,000.

The objectives of the Act as a whole are simple and clear cut. It aims to release frozen capital through providing a safe, insured investment market; it aims to stimulate the durable goods industry through the release of this capital with resulting employment of labor; it aims to provide at minimum rates capital for the home dweller, either to repair or to modernize his place; to provide necessary funds for the financing of new urban home building operations or for the refinancing of old mortgages. It will be clearly seen therefore that both in principle and operation FHA is purely a facilitating agency for private enterprise.

MR. VAN DER HOEF

WHEN FHA set out last year to boost the durable goods industry and install the nation in more durable houses, it naturally turned to a new medium to sell the public on the job at hand. Now FHA is rolling along smoothly and swiftly; for proof, drive around any residential section and listen to the hammers and saws. To the cooperation of radio stations goes much of the credit for the success of the housing drive, says Mr. Van der Hoef.

It is axiomatic that in order that this Act may work with the utmost efficiency and dispatch, the public and industry must be apprised of its provisions and the benefits they may expect to derive from it. Radio naturally offers one of the quickest and most effective means to accomplish this end. Under the leadership of Mr. Moffett and Mr. McDonald, an extensive, national radio program has been organized in cooperation with the broadcasting stations of the country. Of the 626 radio broadcasting stations licensed by the FCC, over 587 are actively cooperating with the work of FHA in making daily or weekly broadcasts. Both NBC and CBS have been most generous in their contributions of air-time. Both the Washington manager for NBC, Kenneth Berkeley, and the Washington assistant manager for CBS, Wells Church, have been more than helpful in the planning and arrangement of programs, and no word of thanks would suffice to express the appreciation of FHA for their willing cooperation.

In line with its established principles, it has been a policy of FHA to cooperate as closely as possible with industry. This policy is accountable for a new era in governmental - industrial radio cooperation, and marks a definite milestone in American radio.

The first manifestation of the new order occurred when the General Electric Co., through Maxon Inc., Detroit, arranged for a series of 26 Sunday broadcasts over the basic red, plus mountain and Pacific networks of NBC, and presented the air-time, together with an orchestra, to FHA with which to further the interests of the National Housing Act. This program, which ran from Jan. 13 to July 7, featured prominent Americans who gave brief talks under the heading, "What Home Means to Me". Among the speakers who participated in this cooperative effort were Walter Damrosch, Kathleen Norris, Capt. Eddie Rickenbacker, Surgeon General Hugh S. Cumming, Mr. Moffett, Owen D. Young, Madame Schumann-Heink, T. K. Quinn, Edgar Guest, C. E. Wilson, the late Jane Addams, and a host of others. The program met with a marked response from all parts of the country.

A new feature growing out of the policy of cooperation was the tieing-in of the activities of FHA with a number of existing and well established radio programs. Among the programs with which tie-ins were effected were *Clara, Lu and Em*, Benton and Bowles Inc.; *Myrt and Marge*, Francis Hooper Adv. Agency; *Betty and Bob*, of General Mills Inc., Blackett - Sample-Hummert Inc.

THE MASTER BUILDER — Hilmar Baukhage, radio commentator, who appears on the FHA programs on an NBC-WJZ network Saturdays at 6:45 p. m. (EST).

Another type of program arising from cooperation in the radio-housing field is that of straight commercials inspired by the FHA program. This type is being put on the air by concerns realizing the outstanding merchandising opportunities which are being developed daily by the housing program. Among these programs are the *Fireside Recitals* of the American Radiator Co.; Floyd Gibbons, who was on the air weekly last winter for Johns-Manville Corp.; the programs of the American Rolling Mills Co.; the E. L. Bruce Co., and the Delco Appliance Corp. The Acme White Lead and Color Works presented *Smiling Ed McConnell* through Henri, Hurst and McDonald Inc., of Chicago; the Glidden Co. presented George Devron and his orchestra for a three-week series, Schwimmer and Scott. The Sherwin-Williams Co. took 100 spot announcements on WCKY, Cincinnati. In California, the Richfield Oil Co.'s *Richfield Reporter* has given a great deal of time to describing the activities of FHA, as has the program of the National Dairy Products Co. In fact, it would be impossible, in any limited space, to enumerate even a fraction of the number of programs which have been stimulated either directly or indirectly by the housing program. This fall will see a number of new sponsored programs effecting housing tie-ins.

But coequal with the cooperation extended to FHA by the nation-wide networks is the cooperation of the independent radio stations of the country. In addition to donating a large amount of sustaining time the independent stations have effected a large number of local commercial tie-ins and have found their income considerably augmented by new local programs and spot announcements by local building concerns, lumber yards, banks, etc. A weekly spot announcement service is maintained by the FHA to keep all broadcasting stations supplied with the latest authentic information concerning the activities of the Administration.

Recently, to facilitate the dissemination of information concerning the National Housing Act, FHA went into the electrical transcription field. The first series of these transcriptions, each running 15 minutes, was supplied by Decca Records Inc., and the second series by Radio and Film Methods Corp. These programs feature music by the United States service bands and short talks on the National Housing Act. An almost unanimous approval of these transcriptions has been registered by the stations of the country. They are

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All Advertising Is Sold Short By ANPA in Effort to Hit Radio

Inaccurate Data Present False Picture of Renewals; Brochure Loaded With "Ballot Box Stuffing"

ONCE more the newspapers have sold advertising short. In characteristic fashion *Yardsticks on the Air*, the American Newspaper Publishers Association's latest publication regarding radio, seeks to promote the sale of newspaper advertising by attempting to discredit a competing medium.

The principal conclusions of the ANPA publication are (1) that there has been a 70% mortality among advertisers using radio prior to 1934, and (2) that radio is excessively expensive when examined from the viewpoint of the listeners reached per dollar expended.

The latter contention is based upon deductions made from the results of a survey conducted by the Clarke-Hooper organization, and similar to the highly controversial one conducted earlier in the winter for the Periodical Publishers Association.

Sells Advertising Short

ASIDE from the bias, inadequacy and inaccuracy of the ANPA brochure, it is unfortunate that the newspapers should continue to sell advertising short. It is silly to imply that any one advertising medium has the monopoly on sales effectiveness. If one has, so do the rest. If one does not, there is question as to how effective any medium actually is. Each medium has its particular effectiveness, which the intelligent advertiser must use in meeting his particular sales problems. The law of comparative advantage is the only sound basis for the purchase of media.

Viewed from this angle, the continued attacks of the newspapers on other media can have but one effect: namely, the weakening of the confidence in all advertising. If radio is so costly and wasteful, how can one be certain that newspapers are any less so? Moreover, there is homely truth in the observation that people instinctively distrust the salesman who concerns himself too much with running down his competitor. The short sale of advertising is the only result which can emanate from efforts such as those of the ANPA.

Radio Mortality?

THE ANPA study is an excellent example of why promotional research of this type is so distrusted by business men. The procedure used in achieving the 70% mortality can only be described by recourse to the old political term "stuffing the ballot box". Every conceivable device has been used, wittingly or unwittingly, to swell the mortality rate.

ANPA tabulations have been based upon users of national networks. Every user of a national network, whether employing it but once, or using but one station affiliated with a network, has been included, it is revealed in previous ANPA procedure and the number of companies reported in the present study.

The result is that a number of types of advertisers which should hardly be included in a mortality study, have been included. Political parties and similar occasional advertisers are included, despite the fact that they may only require radio or any advertising every two to four years. Each time they discontinue their radio effort, though, they are listed as a mortality.

Groups such as religious bodies, now accorded free time rather than being charged as in the early network days, are included among the mortalities.

One-time users employing radio for special purposes also are included. Organizations such as the U. S. Treasury, chambers of commerce, and conventions, especially in the early days, are in this category.

Mergers also have been disregarded. Seemingly when a company has lost identity by merger, it has been considered a mortality, despite the fact that the absorbing company has continued radio.

Each brand of a company also seems to have been considered as a separate account. Consequently when companies have shifted their radio emphasis from one of their brands to another it has been considered a radio mortality, even though the company in question may be spending more money than ever on radio.

No Measure of Mortality

COMPANIES discontinuing all advertising or dropping out of business have not been treated in a logical fashion. They have been included in the mortality, though the connotation of the entire publication is that this mortality represents finding radio unsatisfactory, and, by implication, a shift back to other media. In this regard it would be more than interesting to see a comparative analysis of the proportion of radio and newspaper advertisers either dropping out of business or discontinuing business during the period 1928-1935. Considering that newspaper advertising volume dropped more than 50% from its pre-depression peak, as compared to a 20% drop on the part of radio, it is indicated that newspapers would make the poorer showing.

The tabulation also disregards companies, such as laxative manufacturers, which have been requested to discontinue national network broadcast advertising.

One of the most serious discrepancies in the ANPA tabulation is that it has failed to take into account the radio advertisers who, though discontinuing national network advertising, have either shifted or persisted on regional networks and in the use of individual stations in spot advertising.

Though complete information is not available, a tabulation which includes the more prominent national spot radio advertisers revealed that of those advertisers using national networks in 1928, 37.8% were still on the air in 1935, using either national networks, national spot or regional networks. The proportion for national network advertisers in 1929 was 38.4%; 1930, 30%; 1931, 45.1%; 1932, 40%; 1933, 67% and 1934, 82.1%. It would be interesting to see how many of the 1928 national newspaper advertisers were still with the press in 1935. It is safe to assume that from 45% to 50% of national network advertisers starting between 1928 and 1934 were still on the air in 1935.

It also is interesting to note that, with regard to national network advertising, approximately 80% of the 1935 advertisers were previous users of radio. In the case of NBC, renewals accounted for 97% of its networks' revenues.

The Radio Audience

THE ANPA contention that only 58.4% of the homes of the country are equipped with radios is an example of poor arithmetic. A figure of 32,500,000 American families is used instead of the U. S. Census Bureau estimate of 30,914,300; while 19,001,592 radio families are considered instead of the 21,455,000 radio families tabulated by CBS-McGraw Hill and used by the Electrical Division of the Department of Commerce as its figure. Applying these revised figures it is shown that nearly 70% of the families of the country have radios.

Likewise, the ANPA finds that in an unnamed Eastern city 20% of the sets were unable to receive the radio message, though Starch has found that 96% of all radios were in working order.

The ANPA conclusion that the average national radio program reaches 9.1% of radio families—1,102,606 homes—should be looked upon with delight by the broadcaster. More than one million homes actually get the advertisement. It would be interesting to

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AFTER THE STORM—Here is the north vertical radiator of WFLA-WSUN, Clearwater, Fla., with Walter Tison, station manager (hand on insulator), mournfully surveying the damage. The recent Florida hurricane tossed the radiator 30 feet from its base and it fell in a nearby lake.

Priority in House For Food-Drug Bill

Committee Plans Many Changes Declares Chairman Chapman

FOOD AND DRUGS legislation, placing the sale and advertising of food, drugs, devices and cosmetics under more stringent regulation, "will be one of the first pieces of business to be accomplished by the next session of Congress in January," according to Rep. Chapman (D.) Ky., chairman of the subcommittee of the House Interstate and Foreign Commerce Committee which conducted hearings on the Copeland Bill (S-5) in the summer.

Mr. Chapman's prediction, made to BROADCASTING Sept. 3, came simultaneous with his release of a letter he had received from Edgar Kobak, NBC vice president in charge of sales and chairman of the board of the Advertising Federation of America, offering to cooperate with the committee. Mr. Kobak has been an advocate of this legislation. The bill has been hanging fire in Congress for more than two years and has been rewritten a dozen times to satisfy its opponents.

Changes to Be Made

THE MEASURE, Mr. Chapman declared, will be amended once again rather sweepingly by his subcommittee, before which it still is pending. The Copeland Bill, rather than any of the other proposed substitute measures pending in the House, will be used as the "base" for the measure as it will be reported out of committee, he said. He would not discuss the additional amendments, declaring his committee must meet again before that can be done.

Mr. Kobak's letter follows in full text:

Frank Wozencraft of RCA has told me about his interesting conversation with you yesterday concerning the activities of your sub-committee in investigating the food and drug situation in connection with consideration of S-5.

We are very much interested in the work which your committee is doing and will welcome the opportunity to give constructive cooperation to your committee in any way within our power. We are trying very earnestly to accept from food and drug manufacturers only those programs in which the product advertised is known to be free from criticism by the Food and Drug Administration.

It is our belief that none of the products now advertised over either NBC network or an NBC station is subject to any such criticism. If information should come to you which might raise doubt as to any product advertised through us, we should appreciate advice to that effect from you.

Indiana S-O on CBS

STANDARD OIL Co. (Indiana), of Chicago, in October will go on a 19-station CBS network (excluding WABC) with Jack Hylton's orchestra, popular British combination. The foreign company, with about 30 members, is scheduled to arrive in this country Oct. 21. The program will be heard Sundays from 10:30 to 11 p. m. (EST), keyed from WBBM, Chicago, where a theatre is to be used. Hylton is a pianist and master of ceremonies. McCann-Erickson Inc., Chicago, is the agency.

The School Broadcasts of Standard Oil Co.

By E. J. McCLANAHAN

Manager, Sales Development Department, Standard Oil Co. of California

Blazing an Educational Trail in Pacific Coast States
Sponsor Creates Thousands of Friends for Its Products

RADIO undeniably occupies an important part in the lives of nearly every family in the United States and if sponsors would make the best possible use of it, the industry must be subjected to intelligent use. Discrimination should be practiced in selecting programs which continually pour into the home through the loudspeaker.

Great care should be given in planning programs. Educational as well as entertainment values should be taken into consideration. A good program sells itself as well as the sponsor's product and it creates that very important good will too.

The Standard Oil Co. of California, trail-blazer of education-by-radio in the West, with foresight, took all these thoughts into consideration when planning its ether campaign. As a result, we have today two of the most popular programs on the Western airlanes, and the first radio-educational features accorded widespread acceptance by Pacific Coast schools—the *Standard School Broadcast* and the *Standard Symphony Hour*, a course of music appreciation. Although separate presentations, they are linked into a unified educational project by means of special musical numbers, common to both programs. These broadcasts go hand in hand, and are a means of making new friends for the company.

Equipping Schools

WHEN Standard first presented the *Standard School Broadcast* over NBC in October of 1928 there were only 72 schools on the Pacific Coast equipped for radio reception. In seven years this number has grown to more than 2,000 schools. Our present audience numbers 250,000—a quarter of a million children, plus uncounted thousands of adult listeners. These figures tell the enthusiastic acceptance which Pacific Coast educators have given to the *Standard School Broadcast* and also the good will created for our company. Heard every Thursday from 11 to 11:45 a. m., over the Pacific Coast stations of NBC from San Francisco, each school broadcast is divided into two 20-minute lectures, one for elementary and one for advanced students. Each lesson is complete in itself and devoted to a single topic, but part of a school year's course. These lectures are illustrated by the Standard Ensemble, a group of talented NBC musicians.

All broadcasts are supervised by Arthur S. Garbett, NBC's Western Division educational director. A 72-page Teacher's Manual of printed lessons, covering the entire year's work, is sent to all accredited teachers who request them through their principals, as well as to the heads of adult listening groups.

TEACHING BY RADIO — Before they listen to the Standard School Broadcast, pupils do preliminary studying. Here is "Teacher's Manual" in use during a broadcast.

The constant cooperation of Pacific Coast educators, parent-teacher associations and others has been most gratifying to Standard in its endeavor to present in the *Standard School Broadcast* a thoroughly acceptable course for classroom reception. Chiefly responsible for this cooperation are the authenticity of the material presented and the rigidly maintained policy of the company to present its radio educational program entirely free of objectionable advertising. No effort has ever been made to sell anything during these broadcasts.

The *Standard Symphony Hour* which begins its ninth consecutive year of uninterrupted weekly concerts in October is broadcast on Thursdays and it is closely affiliated with the *Standard School Broadcast*, through rendition of musical numbers that have been studied during the corresponding morning's broadcast. During their regular seasons, the services of the Los Angeles, San Francisco, Portland and Seattle symphony orchestras are utilized. Otherwise the concerts are given by the Standard Symphony Orchestra under the leadership of such eminent conductors as Alfred Hertz and Gaetano Merola. The programs, which originate in San Francisco, consist wholly of the finest symphony music and include both light and more severely classical compositions. An outstanding feature of the program is the absence of advertising.

After being on the air 341 consecutive weeks, Standard Oil Co. in the spring of 1934 asked listeners to indicate whether they wished to have the hour of music continued. Inquiry was made as to whether the programs should be continued just as they were, or in some different manner; also whether vocal selections should be added. Dialers were invited to write letters, or go to a service station for a ballot card. The result of this survey was extraordinary. Approximately 30,000 replies were received. More than half came from people who took the trouble to go to the service stations and ask for the ballot card. Radio experts know that only a small percentage of the listening audience will respond to a request for letters, estimates ranging from between one in ten to one in twenty. Hence the return from the survey, believed to be among the most voluminous of any survey made on the Pacific Coast, indicated an audience of great size. The survey was also interesting in other respects. Of the listeners answering, 98% desired continuance of the program. The remaining 2% favored a broadcast of some other type. Among those who expressed their opinion on singing, the vote was 4 to 1 against the addition of vocal music, hardly an indication of public dislike for singers but rather a sign that the demand for vocal music is fully supplied elsewhere. A most striking feature of the survey was the number who expressed their great appreciation of the absence of advertising. Some listeners, apparently apprehensive that the program might be discontinued, offered financial support for the program.

Each year the company receives thousands of unsolicited letters praising the *Standard Symphony Hour* and the *Standard School Broadcast*—stating that in appreciation only Standard Oil products are used in their households.

Associated Oil Captures the West Coast Sports Fans . . .

By HAROLD R. DEAL

Advertising Manager, Associated Oil Co. of California

Mr. Deal

BECAUSE sports fans are "good sports" and because they make up the most exclusive audience a radio advertiser can appeal to, the Associated Oil Co., San Francisco, is now embarking on its tenth year of Pacific Coast football "sportcasting".

Football is but one of 15 sports that have been covered by Associated's staff of trained sportcasters over the Pacific Coast airlanes in recent years. The list includes tennis, track, golf, basketball, skiing, ice hockey, baseball, swimming, bicycle races, horse races, outrigger canoe races, crew races, amateur boxing and rugby. All these sports have their followers, but football of the good old American collegiate variety is still king, insofar as the size of the listening audience is concerned.

Associated pioneered football broadcasts, and in entering its tenth year as sponsor of the Pacific Coast's principal football games, we are asking half a million grid fans to help the company formulate its 1935 broadcast schedule. Our aim is to please the public, and questionnaires, in the form of a football, have been circulated by "Smiling Associated Dealers" and company employes, asking the fans to name the teams they want to follow, the stations affording the best reception, and their favorite announcers.

This is the biggest sports radio survey ever attempted, and will be used in lining up the biggest sportcast schedule ever attempted by one sponsor in the entire West. Last season Associated sponsored 311 station game broadcasts of all principal Pacific Coast Conference and major independent school games, paying $75,000 for exclusive broadcasting privileges, and an additional $75,000 for the network and station time and announcer services. That schedule provided the first transcontinental broadcast of the Stanford-California "Big Game", which was also sent to Honolulu and Manila.

Why does Associated Oil Co. spend this money on football broadcasting? In the first place sportcasting is the one field of advertising on the Pacific Coast that is practically non-competitive. If an advertiser sponsors a musical program, he is bucking countless other musical programs that are on the air at the same time. When Associated Oil puts a sports event on the air, we have the undivided attention of all sports fans. We are serving thousands of shut-ins and veterans in hospitals who cannot possibly get to see the games. We are reaching countless alumni, team boosters, students who for some reason or another, cannot get to the stadium, and we are appeal-

(*Continued on page 48*)

Morgan Education Group Loses Funds

Payne Endowment of $200,000 To Cease at End of Year

THE NATIONAL Committee on Education by Radio, since 1930 an ardent advocate of government ownership of broadcasting and a severe critic of everything in the sponsored program line, lapses into the limbo of reform organizations which have failed on Dec. 31, 1935. At that time, it has been ascertained, the Committee's endowment from the Payne Fund expires and will not be renewed.

Disclosure of the fate of the Committee came almost coincident with the announcement that Joy Elmer Morgan had relinquished his chairmanship of the Committee to devote full time to his editorship of the *Journal of the National Education Association*. Willis A. Sutton, superintendent of schools of Atlanta, past president of the NEA, has taken his place on the committee for its remaining days. Dr. Sutton has been a regular user of time over WSB, Atlanta, for educational purposes.

Whether the work of the Committee will be absorbed by the NEA itself has not yet been decided. Prior to the expiration of the Payne endowment, however, some action will be taken on this point. The Payne Fund set aside $200,000 for the Committee in December, 1930. Mrs. Frances Payne Bolton, heir of the Payne estate and trustee of the Fund, made the endowment.

With the demise of the committee, it presumably will close its Washington headquarters, of which Tracy F. Tyler is secretary, and also its service bureau of which Armstrong Perry is the head.

The Committee repeatedly has opposed commercial broadcasting in hearings before Congressional committees and before other governmental agencies. Mr. Morgan has been a particularly sharp critic of broadcasting.

Atwater-Kent Guests

ATWATER-KENT MFG. Co., Philadelphia (radios) has signed guest artists to appear on the first five of the companies concerts, starting Sept. 10, 8:30-9 p. m. on a CBS network. The Sept. 19 program will mark the tenth anniversary of the Atwater-Kent concerts. Artists signed to date are: Jessica Dragonette, Sept. 19; Frank Parker, Sept. 26; Grete Steuckgold, Oct. 3; James Melton, Oct. 10; Lucrezia Bori, Oct. 17. William Dailey and his orchestra will provide musical support. It is planned to close the present series with Reginald Werrenrath as guest soloist. Mr. Werrenrath opened the first series a decade ago.

G. M. Symphony Returning

GENERAL MOTORS, Detroit, will resume its Sunday institutional concerts over a nation-wide NBC-WEAF network beginning Oct. 6, it was learned Sept. 9. The program will be for one hour, from 10 to 11 p. m., featuring the *General Motors Symphony* conducted by Erno Rapee, with guest artists. The account is for 13 weeks, with options for renewal, and probably will run for 26 weeks. Campbell-Ewald Co., Detroit, is the agency.

RADIO REACHES ITS MATURITY

Commercial System of Broadcasting Now Enjoying the Sanction of Federal Government

By LEO J. FITZPATRICK
President, NAB; Director, WJR

Mr. Fitzpatrick

THERE may be something in that term, "The Luck of the Irish", after all. For I feel that the presidency of the National Association of Broadcasters devolves upon me in the most fortuitous year since the inception of the industry. It is a year in which pressing old problems have been obviated and those new problems which confront us are of such a nature that they point to development and progress, and as such are an inspiration, more than a labor.

It may come as a shock to some of the advertising men to be reminded of the fact that American broadcasting, as at present constituted, was not completely sanctioned until a few month ago. Broadcasting has suffered for years as a target for the sharp-shooting of both official and self-appointed critics. Our recent convention of the NAB at Colorado Springs, was the first official occasion upon which station managers and operators might feel that their efforts were endorsed by government authority and by the listening public.

I do not for a second imply that radio was beyond criticism; or that many of the barbs levelled at it were not correctly aimed. However, our sins as broadcasters were neither eliminated nor whitewashed. They were simply put down and recognized as permissible errors, legitimately to be charged to experience and development. But for the first time, a young and growing industry was permitted to wrestle with its own problems, minus the repeated necessity of justifying itself as a public service, or answering criticisms of its varied uses as a medium of advertising and entertainment!

With Flying Colors

THIS belated acceptance of the American system of broadcasting, sponsored and maintained by *advertising*, came as the result of a thorough survey conducted during the past year by the government itself. This survey was based upon the actual record and manuscript of innumerable programs; and took into account the reactions, favorable and unfavorable, of thousands of listeners. In the month of May, 1935, hundreds of station managers, clergy, college professors, representatives of educational institutions, responsible persons from all walks of life, were summoned to Washington, there to go on official record with their opinion of the stewardship of broadcasting, at the hands of the associated station operators and advertisers.

From this gruelling test, radio emerged with colors flying. It was proven to have rendered definite service, to have maintained a clean, wholesome form of entertainment, and to have disseminated instruction and entertainment in a manner which suggested unlimited future possibilities. Its mistakes were presented in undistorted proportion to the task accomplished, the uncharted path which had to be followed, and the high standards subscribed to by the industry as a whole.

And what a splendid thing it is at last to walk forward with unhampered step. This freedom from depressing criticism and constant threat of annihilation came to broadcasting at the psychological moment. Due to gigantic strides made in both engineering and production fields, there are sufficient problems within the industry to keep us on our toes for the coming year. Programs will attain a new level of quality and brilliance. Competitive spirit is keen. The search for ideas will be more vigilant than ever before. Efforts to produce will be unceasing. The use of radio as an advertising medium has passed the experimental stage, and results must be obtained for every account placed. Recall that radio now is mature; and maturity has no alibi for failure except failure itself!

Honest Advertising

AS FOR merchandising, which plays such an integral part in every broadcast advertising campaign, no longer does "caveat emptor" prevail. Radio has forced a new degree of "truth in advertising". As the invited guest in a million homes, broadcast advertising cannot carry a banner "let the buyer beware". It must offer value, commensurate with its own pleasing presence, and with the gracious welcome afforded by the listener.

Prall Urges Gov. Davey To Continue Air School

A PLEA for continued constructive use of radio as a factor in education was made Sept. 5 by Chairman Anning S. Prall of the FCC in a telegram to Gov. Martin L. Davey of Ohio. The message was sent after Mr. Prall had been apprised of the so-called Sherrill Survey Committee report on Ohio's state educational system, which among other things, urged discontinuance of the *Ohio School of the Air*, visual training and other modern aids to class-room education, on the ground that their value was doubtful for the expense involved. Mr. Prall wired Gov. Davey as follows:

Note with some apprehension reference to education by radio made by Sherrill Survey Committee. Federal Communications Commission, educational leaders of the country and leading broadcasters have devoted considerable time to this subject hoping concrete definite plan might be found whereby radio might play important part in educational development of United States. Representative committee headed by U. S. Commissioner of Education appointed with end in view of presenting for consideration of this commission plan above mentioned. Trust Sherrill report will have no influence of discouraging nature in this matter or be permitted to cripple our movement in Ohio.

Procter & Gamble Co. Plans Heavy Schedule During Fall and Winter

A HEAVY radio schedule has been arranged by Procter & Gamble Co., Cincinnati, for that portion of its advertising placed through Blackman Adv. Inc., New York.

In the interest of Ivory soap a new series of *The O'Neills* will begin early in October on 32 NBC-WEAF basic network, five days a week, 3:45-4 p. m. This program will be broadcast each weekday—Monday through Friday. The exact starting is undetermined due to the baseball world series which will be broadcast during the first few days in October. The sponsor plans to begin the program as soon as time is cleared.

The current *Ivory Stamp Club* on WJZ and WBZ-WBZA on Monday, Wednesday, and Friday at 5:45-6 p. m. will be sent to the entire WJZ basic network beginning Monday, Sept. 30. The time of the broadcast will be changed to 7:15-7:30 p. m. but days will remain the same.

Another dramatic show *Vic and Sade* will be unchanged. The product advertised on this quarter-hour is Crisco.

A script show *Home Sweet Home* will be shifted Sept. 30 to 10:15-10:30 a. m. This program is broadcast in the interest of Chipso and is heard over an NBC-WEAF split network, five days a week, Monday to Friday inclusive. Sept. 8 broadcast *Uncle Charlie's Tent Show* was discontinued after a run of 52 weeks.

Jake & Lena Sponsored In WHO Safety Campaign

HAVING completed a recent engagement for Gillette Safety Razor Co. on the networks, Gene & Glenn (Gene Francis Carroll and Glenn Owen Rowell) on Sept. 3 took their comedy act, *Jake and Lena*, to WHO, Des Moines, where they are doing a morning and evening show daily. In addition on Saturday mornings they have a children's program, *Silvertown Safety Police*, sponsored by B. F. Goodrich Rubber Co., Akron, in which local school children are featured in songs, dances and dramatic skits with a safety theme. Police of Des Moines are cooperating in this show and participated in a welcome party for the two stars, broadcast the night of Sept. 3.

Network School Programs

BOTH CBS and NBC are planning to resume their popular educational programs designed for school children, with the opening of autumn sessions. Walter Damrosch will resume the *Music Appreciation Hour* on a combined NBC network Oct. 4 from 10-11 a. m., Fridays. The program is heard by 220 million school children—the world's largest music class, according to NBC, and enters its seventh season. CBS will renew its *American School of the Air* Oct. 21, using the 2:30-3 p. m. period, Mondays through Fridays. The series was started in February, 1930. Programs are planned by Helen A. Johnson, CBS, and both teachers' manuals and classroom guides are distributed.

Clear Channel Stations Study Super Power Pending FCC Rule

Comprehensive Federal Survey Nearing Completion; WGN, WSM, KFI, KNX Contemplate 500 kw.

ANTICIPATING a declaration of policy on the part of the FCC Broadcast Division specifying super-power on clear channels, a number of stations are contemplating applications to use 500,000 watts—equivalent to the output of WLW, Cincinnati, the world's highest powered station.

Among those giving at least preliminary consideration to such applications are WGN, Chicago; WSM, Nashville, and KFI, Los Angeles. KNX, Los Angeles, already has filed an application to increase to 250,000 watts, as a step toward ultimately going to 500,000.

Moreover, technical heads of key stations of the networks—WEAF, WJZ and WABC—also are known to be mulling over technical surveys and plans looking toward super-power operation. Certain other owned and operated stations of the big networks likewise might fall into this category.

While no official word is forthcoming from the FCC, it has been definitely indicated that the comprehensive clear channel survey which has been conducted since last fall tends toward a reduction in the number of clear channels, with super-power suggested on those that would be left in that class. The success in increased coverage attained by WLW with its super-power has been a factor in these considerations.

Super-power operation is founded on the theory, which apparently has proved out in the technical survey, that great masses of people in remoter areas can be most effectively served with it when they get no primary service otherwise. That was the original basis of the 1928 allocations, when 40 of the 96 channels then available were set aside for exclusive night-time operation with a minimum power of 5,000 watts. Since then the trend has been toward higher and higher power.

Analyzing Data

WHAT the FCC declaration of policy actually will be is not known. Officially it is stated that the Engineering Department is still engrossed in the task of analyzing the mass of data collected since last fall through the use of automatic recorders which picked up the signal intensities of stations in every part of the country.

But the indications, based on conversations with engineers, are that there will be recommended a reduction in the number of clear channels, perhaps with a *minimum* power of 500,000 watts on those allowed to remain. In any event, the consideration being given to applications for super-power by the stations already named obviously grows out of an expected action by the Broadcast Division along that line.

That the FCC has in mind a revision of power outputs also was clearly indicated when on Sept. 3 it denied the application of KSTP, St. Paul, for authority to operate with 25,000 watts on the 1460 kc. channel, a high-power regional, reversing one of its examiners. Presumably, until such time as it is prepared to adopt new regulations governing high-powers, the FCC engineers do not intend to disturb the status quo.

WCKY, Cincinnati, operating on another of the high-power regionals—1490 kc.—also contemplated an application for an increase from 5,000 to 25,000 watts, but its chances, should it be filed, would be reduced in view of the KSTP action, it was learned.

At present, the maximum power permitted under the regulations, is 50,000 watts, allowed on clear channels only. WLW is using 50,000 watts under its regular license and 450,000 watts additional under a special experimental license. In order to use that power regularly, and to allow other stations to use that amount of energy, the FCC would have to revise its regulations.

WLW claims that as a result of its tenfold power increase, with which it has been operating for a year, its signal intensity has increased about 325%. Stated another way, the tenfold increase in power has resulted in slightly more than a threefold increase in coverage. It invested more than $500,000 in its giant plant at Mason, O.

Substantiating the indications that some stations contemplate super-power applications is the fact that leading transmitter manufacturers, notably RCA Mfg. Co., have been queried about the availability of such equipment; and asked the time that would be required to turn out the gigantic plants. RCA contracted for entire WLW plant, under specifications drafted by Joseph A. Chambers, technical supervisor for the Crosley Radio Corp.

Florida Capital Outlet

TALLAHASSEE, Florida's capital, now has its own broadcasting station, with the recent inauguration of WTAL, 100-watter licensed to Florida Capital Broadcasters Inc. Its president is Gilbert Freeman, publisher of the *Avon* (Fla.) *Highlands County Pilot* and *Twin Cities Sun*, weekly newspaper. Executive vice president and station director is Charles L. Boykin, formerly with WFLA-WSUN. Richard Kingston is program director.

New Buffalo Local

A NEW local station for Buffalo, on application of Roy L. Albertson, former general manager of WEBR, of that city, was authorized Sept. 10 by the FCC Broadcast Division in reconsidering a former decision in which it designated the application for hearing. The station will operate on 1370 kc., 100 watts night, 250 watts day, and share with WSVS, Buffalo.

GUSHER BROADCAST
KWKH Uses Makeshift Remote With Good Results

WHEN the Lawton No. 1 oil well in Louisiana gushed forth with a roar, Sept. 4, KWKH, Shreveport, carried the program after two hours of desperate engineering activity.

In an hour William Anthony, KWKH chief engineer, and Steadman Gunning, an assistant, strung three miles of No. 14 single strand bare iron wire from the well to the nearest telephone, a party line in a negro cabin nine miles from Ida, La. Subscribers on the line had agreed not to use their phones during the broadcast. From the Ida exchange, privately owned, the sound traveled over Southern Bell lines to Shreveport.

Using only a single wire, it was necessary to ground out a connection box on remote equipment. The wire was strung through pine trees and over fences and cotton fields. Despite the haste and engineering difficulties the reception was good. Jack Keasler, loaned by KTBS, Shreveport, for the occasion, and Jack Geizer, chief announcer of KWKH, were at the microphone.

WOOD-WASH SIGNED AS NBC STATIONS

Mr. Barnett

WITH the switch of Detroit stations' network affiliations Sept. 29, WOOD-WASH, Grand Rapids, will be added to the NBC and made available as an optional station on both the Red and Blue Networks, Richard C. Patterson Jr., NBC executive vice president, announced Sept. 10. At the same time it was learned that Stanley W. Barnett, former commercial manager of WBAL, Baltimore, and lately with WCAO in that city, has gone to Grand Rapids to take charge of the station.

On Sept. 29 WXYZ replaces WJR as the Detroit NBC-WJZ (Blue) outlet, with WJR becoming a basic CBS station and CKLW taking the place of WXYZ on the Mutual Network. The NBC arrangement with WXYZ also called for serving the remaining seven stations of the Michigan Network, including WOOD-WASH, with NBC sustaining service on a no-pay basis at least until June 1, 1936, under WXYZ's contractual relations with the Michigan Network.

The Michigan Network will be maintained as before with WXYZ as key station. The latest NBC move, however, gives the Kunsky-Trendle Corp., licensee of both WXYZ and WOOD-WASH, two new NBC commercial outlets. NBC stated that WOOD-WASH operated with 500 watts on 1270 kc., will be sold to its Red and Blue advertisers at $120 per evening hour.

KNET is the call assigned by the FCC to the new station at Palestine, Tex., for which Palestine Brdcstg. Assn. was granted a construction permit on 1420 kc. 100 watts daytime.

Col. Brown Upheld In Pacific Ruling

FCC Sustains Reports Filed; KFBI Action Is Protested

Col. Brown

SUSTAINING the recommendations of Commissioner Thad H. Brown, who held hearings on their cases in Los Angeles last April, the FCC Broadcast Division on Sept. 3 granted full license renewals to KFWB, KGFJ, KMPC, KRKD and KIEV, all in the Los Angeles area. They had been cited in connection with the account of the Alhambra Electronic Institute and for various other alleged violations of the radio regulations, including several failures to record in their logs the political affiliations of political speakers.

The Broadcast Division, from which Col. Brown later was shifted to the Telephone Division, upheld Col. Brown's conclusions that all the stations deserved license renewals for their deletion of the "electronic" advertising and for their promises to adhere more rigidly to regulations in the future. The division also sustained Col. Brown's recommendation for a daytime increase to 5,000 watts in the power of KFWB.

Protest by KFBI

COL. BROWN'S other recommendation, favoring denial of a license renewal to KFBI, Abilene, Kan., on which he held hearings in San Antonio, Tex., last March, awaits FCC action after oral arguments before its Broadcast Division en banc scheduled for Dec. 5. The station has vigorously protested Col. Brown's charges that it had continued carrying programs by Dr. John R. Brinkley wired from his Mexico studios and other questionable programs by "Omar", "Koran" and Dr. Ford's Van Nae reducing tea.

Oral arguments also have been set for Oct. 17 on the Brown reports recommending denial of the Universal Adv. Agency, of Laredo, Tex., seeking authority to wire programs for broadcasts over XENT, the Norman Baker Mexican station just across the Rio Grande. Arguments will be heard on the same day on a similar recommendation against permitting the Hotel Eagle, Eagle Pass., Tex., to transmit programs for broadcasting over XEPN, Piedras Negras, Mexico.

Chateau Cheese Spots

BORDEN SALES Corp., New York (Chateau cheese), will begin a series of five-minute announcements, once a day, five days a week, beginning Sept. 23 in participation programs appealing to the feminine audience. The announcements will be broadcast from Monday to Friday inclusive on 16 stations in the East. They are: WLS, WGAR, WFIL, WNAC, WEAN, KDKA, KSD, WREN, WAVE, WBNS, WBEN, WJSV, WHEC, WOKO, WSYR, WXYZ. Young & Rubicam Inc., New York, is the agency.

FOCAL POINT

of Radio in the

TWIN CITIES

10th Largest Market in the United States.

BRINGS THE TWIN CITIES AND THEIR TRADE AREA TO TWIN CITIANS AND ADVERTISERS . . . . . .

Covers all outstanding local sports and civic activities. Over 200,000 people visited its studio at the recent Minnesota State Fair.

OPERATES ON A NEW 5,000 WATTS TRANSMITTER

Serves a Rich Agricultural Market That Is Enjoying its Greatest Prosperity in Years

GIVES COMPLETE NEWS COVERAGE . . . . . .

Through the news gathering facilities of the Associated Press, International News Service and three leading northwest newspapers.

MAINTAINS A MERCHANDISING SERVICE DEPARTMENT OF 23 EXPERIENCED MEN AND WOMEN.

WTCN—MINNEAPOLIS TRIBUNE AND ST. PAUL DISPATCH-PIONEER PRESS RADIO STATION.

Free & Sleininger, Inc., National Representatives

Radio News Builds Reader Interest in Daily Newspapers

Milwaukee Contest Reveals How Broadcasts Are Aid to Press

By WALTER DAMM
Director, WTMJ, Milwaukee

Mr. Damm

AN INTERESTING sidelight on the continual controversy between press and radio over the broadcasting of news was unexpectedly revealed when WTMJ, the *Milwaukee Journal* station, conducted a question game over the air. If the reactions of Milwaukee listeners are a criterion, newspaper publishers should welcome, rather than resist, radio news bulletins.

Milwaukee people do not substitute radio news for the daily newspaper; instead, they tend to become more careful newspaper readers, according to their own statements. The radio bulletins whet their appetites for a detailed account of the highlights they hear. A large majority who follow the broadcast news series, use the bulletins as a guide to the reading of their favorite newspapers.

All this information was developed quite by chance. The WTMJ question game contest was not conducted with the thought of making a survey of listener preferences or opinions. The primary reason for the contest was the desire on the part of the station management to increase the afternoon listening audience and to secure data to prove to advertisers the potential possibilities of afternoon time.

How It Was Done

CASH prizes were awarded each week for a period of three weeks to the listeners who submitted the best sets of answers to 36 questions, six of which were broadcast each week-day afternoon. Contestants were required to state which WTMJ program they liked best and to give the reasons. The statement was included primarily to facilitate the judging of the contest. There was no expectation at the beginning that the statement would prove of any great value, but an inspection of the first week's entries showed such interesting information that the statements of program preference for the entire three weeks of the contest were carefully compiled and analyzed.

Listeners nominated the *Journal News Highlights* their fifth most popular program. When considering this relative standing it must be remembered that listeners had to select the one WTMJ program which they liked better than all others. The comparative popularity therefore of the news broadcast as such may not mean very much, but the reasons given for preferring this program were a distinct surprise and should be of considerable interest to newspaper publishers who have maintained that the broadcasting stations were stealing their thunder.

Typical of the comments which appeared again and again are the following: "*Journal* news highlights give me a complete outline of what things to read later on"; "We know what to look for when the newspaper comes"; "The news broadcasts make us so much more anxious for our *Milwaukee Journal*"; "Guides me in the choice of selections later"; "Has made me a 100% *Journal* reader"; "Points out the most interesting news items in the daily *Journal*."

Apparently many people who used to read their newspaper in a haphazard fashion are now getting more out of it because the news bulletins help them to organize their reading. Those whose time for reading is limited know in advance what they want to read if they are regular followers of the news broadcasts. There is evidence that some who are not regular readers have had to turn to the newspaper to satisfy their curiosity about further details of the news flashes they have heard. And one and all give definite indication that the news bulletins have increased reader interest in the newspaper.

New Owners Make Shifts In KLZ Operating Staff

ALTHOUGH the management remains the same under its new owners, various changes in the operating staff of KLZ, Denver, have been made during the last month. The station was purchased recently from Mrs. Naomi Bengston, manager, and F. W. Meyer, commercial manager, by the interests owning WKY, Oklahoma City, and publishing the *Oklahoma City Oklahoman*. Mrs. Bengston and Mr. Meyer, however, have retained their posts.

Thomas McClelland, former chief engineer of WDAF, Kansas City, has been appointed KLZ chief engineer, with Larry Reed, Ed Pray and Melvin Williams as his transmitter staff and William Beauchump and Howard Johnson as studio engineers. Patricia Burns, formerly with KPRC, Houston, has been named head of the continuity department, and Arthur Wuth has been transferred from salesman-announcer to program director. Matthew McEniry has been named senior announcer, while Les Wellens has joined the staff of announcers.

Fred Fleming, former Associated Press editor in Denver, has taken charge of the four daily news broadcasts, with Mark Hansen and Jack Fitzpatrick, announcers and former newspapermen, as his assistants.

United Cigar on Mutual

UNITED CIGAR STORES DELAWARE Corp., New York, operating a chain of stores, will make its MBS debut Oct. 1 with a half-hour series on WOR, Newark, and WGN, Chicago. The program, presenting Isham Jones and his orchestra, Eton Boys, and Loretta Lee, will be keyed from WOR. The series will be heard Tuesdays, 8:30-9 p. m. Account was placed direct.

RADIO CITY studios of NBC were visited by 6,483 persons on the day before Labor Day, a new record, with 5,262 paying admission on the holiday.

GENE AND GLENN JOIN W-H-O STAFF

To a program-service widely known for the excellence of locally-produced features, Station WHO adds another headline act of radio —Gene and Glenn.

Beginning September 7, the famous radio team conducts a weekly program series for Goodrich — broadcasting the Silvertown Junior Safety Police Club every Saturday morning from WHO studios.

Gene and Glenn are also available for sponsorship in daytime or evening broadcasts, Monday to Friday, by any company desiring to strengthen its sales situation in the extensive midwestern territory served by WHO.

The selling record of Gene and Glenn for Quaker, Gillette and Spang is well recognized.

The selling record of WHO has been equally remarkable on a score of closely-checked accounts.

The combination of Gene, Glenn and WHO is a "natural" for building business. Wire or phone for details on cost and availability.

CENTRAL BROADCASTING COMPANY

J. O. Maland, Mgr. DES MOINES, IOWA *Phone 3-7147*

National Representatives: FREE & SLEININGER, Inc.—New York, Detroit, Chicago, Los Angeles, San Francisco

The Central Station—WHO—Des Moines

ESSENTIAL TO COMPLETE RADIO COVERAGE OF IOWA OR THE MID-WEST

CLEARED-CHANNEL—50,000 WATTS—FULL-TIME

Dr. Lyon's on MBS, Discs

STERLING PRODUCTS Inc., New York (Dr. Lyon's toothpowder), will begin a new series of programs over Mutual Broadcasting System on Monday, Sept. 16, 9:45-10 a. m. WNAC, Boston, will be included but the Detroit MBS outlet will not be used. The program will be broadcast five days a week, Monday through Friday. There will be a rebroadcast for WGN, Chicago, origination point. Beginning Sept. 30 transcriptions will also be used over eight other stations five days a week, but the time will vary in each case. The following stations will be used in this campaign: KDKA, WHAM, WJR, WHO, WBAL, WCCO, WGAR, KMOX. Blackett-Sample-Hummert Inc., New York, is the agency.

RADIO PROVIDES STORM NEWS

Fast and Complete Service Provided by Broadcasters During Destructive Florida Hurricane

BOTH in informing the public what was happening and in organizing relief work, radio played a prominent part in the recent hurricane that swept part of Florida and tossed the SS *Dixie* on the rocks off the Florida Coast.

With first warnings that a hurricane was approaching, Florida stations began to send out warnings. As the gale began to strike, they continued to keep the public posted as long as they were able to stay on the air. Destruction of power lines in several cases shut down stations.

Networks and press associations mustered all available personnel for the task of feeding bulletins to broadcasters, and heroic news gatherers in many cases risked death to obtain information and send it to their offices.

Activity at Miami

WQAM, Miami, prepared for the blow as in past years, with a double watch at studios and transmitters; tarpaulins covering everything; windows lashed; and a full force of phone girls answering the usual frantic inquiries of "Will it hit Miami?".

Failure in power lines due to high winds put the station off the air at 8 Sept. 2 and service was not restored until 1 p. m. the next day. Covering the storm for Transradio Press and aiding in the relief work kept the staff on the jump night and day.

At 11:30 on Monday night Announcer Ray Brock heard an SOS on the control room speaker and reported it to Inspector Joe H. McKinney, U. S. Radio Inspector, who was starting his 48-hour shift on the Naval Reserve short-wave outfit communicating with the storm area. He checked with Tropical Radio and learned that the *Dixie* was aground on French Reef, 60 miles from Miami, with 400 people aboard.

The short-wave transmitter was loaned to the National Guard, and station facilities were placed at the disposal of the Red Cross. A WQAM representative went to the scene of the disaster. All day and evening broadcast storm bulletins and relief requests received by short wave direct from the keys were broadcast and supplied to Transradio.

Programs for CBS

AT 6 a. m. Wednesday a call from Paul White, CBS public events chief, requested a network broadcast reviewing the storm. WQAM went on the air with air pilots, police, Red Cross representatives, the WQAM representatives from the keys and two little girls orphaned by the storm.

WQAM arranged to meet the survivors from the *Dixie* and broadcast their arrival over CBS but the boats did not get in until after midnight. As the station was off the air, it consented to interview passengers by long-distance telephone for WJTL, Atlanta. A description of the storm and effects was given by phone broadcast over the same station the night before by Ron Jenkins and Les Harris, WQAM announcers.

On Wednesday at noon WQAM went on the network with the rescued passengers. Dale James drew colorful stories from six passengers who figured largely in the press dispatches. At night the *Amateur Night* program in Bayfront Park found only half of amateurs ready to go on. Jack Thurston, m.c., requested volunteer performers from the audience of 8500 and more than enough responded to fill the hour.

On Thursday WQAM broadcast a call for workers to help rehabilitate the stricken area and 450 responded in two hours. A Red Cross missing persons bureau was set up and broadcast information for anxious relatives on regular schedule.

WDAE Is Silenced

UPON being advised by the United States Weather Bureau that a tropical disturbance was headed toward the Tampa Bay section and the lower Gulf Coast area, WDAE, Tampa, began to broadcast weather bureau advisories, concerning the progress of the storm together with advice to people in the nearby island resorts as to the desirability of their moving into the mainland.

This service was continued each

(*Continued on page 53*)

FROM AN ALMANAC OF HISTORICAL ACHIEVEMENTS

KSD WAS FIRST

KSD was prominent in developing practices that today are commonplace in broadcasting. KSD was the first station in the world to broadcast to a moving train and first to achieve a two-way broadcast between a dirigible and a radio station.

Station KSD—St. Louis Post-Dispatch

POST DISPATCH BUILDING, ST. LOUIS, MO

FREE & SLEININGER, INC., NATIONAL ADVERTISING REPRESENTATIVES

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

She could have bought *any* CAR

. . . BUT THE *suggestion* TO BUY THIS PARTICULAR CAR CAME OVER* *WLW*

The ability of WLW to create a brand preference is realized fully by two groups—those who themselves use WLW and those whose competitors do. In its "logical" territory, WLW is unquestionably **the** station in popularity as well as persuasiveness. Far, far beyond these bounds goes the 500,000-watt voice of WLW to create an "extra" value so definite and tangible that many advertisers have come to consider WLW in the light of a national medium. Ask us to show you what WLW has done to sales curves in lines similar to yours.

WLW
the "Nation's Station"
500,000 WATTS
THE WORLD'S MOST POWERFUL BROADCASTING STATION

THE CROSLEY RADIO CORPORATION, CINCINNATI
POWEL CROSLEY, JR., PRES.

IS WLW SUGGESTING YOUR BRAND?

$70,000,000

HAWAII BUYS *American*

Did you know that only six countries of the World—United Kingdom, Canada, Germany, Japan, France and Italy—make larger purchases of American products than the Hawaiian Islands? Hawaiian imports from the mainland, and that means practically all of the standard brands, aggregate $70,000,000 a year.

Are You Getting Your Share?

Here are some pertinent facts about KGMB, Hawaii's Premier Station:

A survey by the Honolulu Chamber of Commerce, completed in January of this year, revealed that KGMB, operating with an output of 250 watts, had 60% of the "radio circulation" of this rich market.

To increase this circulation by better serving the islands, KGMB has:

1. Increased power four-fold to 1,000 watts.
2. Installed new RCA high fidelity studio and transmitter equipment.
3. Constructed a new building housing offices, studios and equipment.
4. Installed new Blaw-Knox vertical radiator.
5. Installed new Western Electric 78 and 33 1-3 r. p. m. vertical and lateral cut reproducing equipment.
6. Installed new sound-on-film reproducing unit.
7. Become Hawaiian Island outlet for complete World Broadcasting System transcription libraries and of Standard Radio, Inc., transcription libraries.
8. Installed permanent remote control connections 24-hour service with all important Army and Navy posts in islands.

KGMB represents the best advertising buy in this typically American Market.

KGMB

HONOLULU , HAWAII

FRED J. HART, President and General Manager
SAN FRANCISCO OFFICE, CALIFORNIAN HOTEL
Representatives:
CONQUEST ALLIANCE COMPANY
NEW YORK, 515 MADISON AVE. - CHICAGO, 100 N. LaSALLE ST.

PROMOTING PROGRAMS BY SPOTS

Sponsored "Trailers" Suggested as an Economical Method Of Informing Public of What Is to Come

By HOWARD J. LONDON

MERCHANDISE is sold widely and successfully by spot announcements. Why not sell spots to advertisers as a means of introducing the audience to new radio programs or changes in current series, just as motion picture producers introduce coming pictures by "trailers"?

In any case the public must be taken through the well-known steps: Attention, interest, desire and action. For a decade radio advertisers have used the printed word to attain this end: car cards, posters, spotlight ads in newspapers and magazines, window posters, display pieces, etc. But spot announcements have not been used to any marked degree for this purpose.

The power of movie trailers is admitted. The same thing can be done with spot announcements, appealing to the ear instead of the eye. Movie producers know they cannot sell a picture without a lot of publicity, much of which they get through the printed word. Radio is selling the same thing—entertainment.

Taste of What's Coming

BY NO STRETCH of the imagination can the printed word tell what kind of entertainment will be heard on X's hour which starts next week. True, the newspapers will list the talent in their program schedules and perhaps give a few lines in the radio column, or even a photo of a member of the cast.

Yet this does not indicate what sort of entertainment the listener will receive, except in the case of a few leading performers, who are scarce and expensive. However, the question can be answered with a five-minute spot announcement. Suppose the sponsor plans to use an orchestra, tenor and girl trio. The talent can give a complete musical selection, with each group doing its specialty.

Opening and closing announcements can contain information as to station, date and time of the inaugural broadcast. No commercial copy should be used, except to mention the sponsor, since the sole idea is to get the attention of the listener and arouse his desire to tune in on the debut.

Cost of program promotion by spot announcements will be less than the cost of a spotlight campaign in printed media. Every radio executive has been amazed at the expense involved in a spotlight schedule.

Some 200 stations carry a good share of the national advertising that is broadcast. In this same area there are about 1500 newspapers. To take a spotlight advertisement in every one of these papers would involve prohibitive expense, yet the area can be covered by radio at a fraction of the newspaper cost.

Talent for the spot announcements would cost nothing. A series of transcriptions could be made, and staggered among the stations. Thus stations carrying the spots would have a different musical offering for each announcement.

After the initial campaign, these discs could be used in regions where the program is not commanding the attention desired because of some local condition. It would be necessary, of course, to use only the musical portions of the discs, accompanied by local announcements.

Costly Spotlights

A BIG RADIO sponsor recently changed the day and hour of his broadcast and used a newspaper campaign to inform the public. Two hundred papers in 150 cities from coast to coast were used, each paper carrying 1000 lines for a series of six insertions over a period of four weeks. The cost was around $50,000, probably the amount spent on the sponsor's next four broadcasts, and the program is one of the best of its type on the air.

Now suppose this sponsor had used spot announcements. In his network he uses about 60 stations. Had this newspaper appropriation been used on these stations, it would have allowed $900 for each station. And $900 will buy a lot of five-minute spot announcements.

These spots could have been placed at the old time used by the sponsor, and habitual listeners surely would be steered to the new hour. A check of the network schedule shows the former spot is not being used by any commercial account.

Of course changes in program time were announced by all stations carrying the series, but these five-second announcements say nothing about the entertainment, the main reason for tuning-in.

Further, spot announcements can be used on stations other than those over which the program is heard. Take the 200 stations signing off at sun down! They have their quotas of listeners and no doubt would be glad to take these spot announcements for evening programs on competitive stations.

Still more, competing stations may be willing to carry spot announcements promoting programs on rival stations. This is being done every day in printed media. At intervals the *New York Post* advertises in the *New York Sun* to tell *Sun* readers why they should read the *Post*. Both are evening newspapers.

The analogy fits the spot announcement idea. The sponsor wants as large an audience as possible, and radio "trailers" will give him a maximum audience at minimum cost.

29 for Agency Bureau

ONLY two additional stations—KJBS, San Francisco, and KFI, Los Angeles—have notified the NAB during the last fortnight that they would subscribe to the projected agency recognition bureau. This makes a total of but 29 as against the minimum of 120 stations required by Oct. 1 in order to underwrite the initial $16,000 that would be necessary to launch the bureau. [See article in Sept. 1 issue.] More than ever now, it was evident, the project is headed for failure.

THE JOHNSONS'

Four Announcements Bring 9384 Replies!

- This program broadcast at 6 P.M. Monday through Friday, opposite one of America's leading blackface script acts, has just broken all records in a mail check completed during the last week in August.
- Once more WBAL proves its leadership in listening audience.

The Johnsons are Available for Immediate Sponsorship. Ask for Details

YOU SELL MARYLAND WHEN YOU BUY

WBAL • BALTIMORE

MARYLAND'S ONLY CLEAR CHANNEL STATION
BASIC NBC (BLUE) NETWORK 10,000 WATTS

You've heard about

Milwaukee

★ ★ ★

WISN gives you FACTS about its MARKET in a NEW study just published.

★ ★ ★

Let this new booklet help spend your RADIO DOLLARS most ECONOMICALLY for MAXIMUM RESULTS . . . WRITE

WISN
MILWAUKEE
CBS STATION

AFFILIATED WITH THE WISCONSIN NEWS

FINE BUSINESS

•

And
lots of it!

WCAE expands

THREE TIMES as big — a brief description of our new quarters in Hotel William Penn, Pittsburgh.

FIVE TIMES the power—WCAE is going on 5,000 watts to give you a million more listeners—free!

Most of the Best

That's why the Pittsburgh radio audience consistently prefers WCAE's programs—and THAT is why program sponsors click on WCAE month after month, year after year—a grand success parade!

BIGGER *and* BETTER

•

in every way!

WCAE
PITTSBURGH
Basic NBC Red Network

HEARST RADIO

Representing

PITTSBURGH	WCAE
NEW YORK	WINS
SAN FRANCISCO	KYA
BALTIMORE	WBAL
MILWAUKEE	WISN
LOS ANGELES	KEHE

Hearst Magazine Bldg. 959 Eighth Ave.
NEW YORK COLUMBUS 5-7300

Hearst Building . 326 W. Madison Street
CHICAGO, ILL. CENTRAL 6124

Hearst Building . . . Market at Third
SAN FRANCISCO, CAL. DOUGLAS 2536

BIRDS OF A FEATHER

● Different as these radio stations are—in markets served, in operating power, in program structures—they have this one thing in common:

They get results for their advertisers.

That ability has caused the most experienced Spot Broadcasters to "flock together" on these stations.

Join this group of successful advertisers who are daily proving the selling power of these stations.

WSB	Atlanta	NBC
WFBR	Baltimore	NBC
WAAB, WNAC	Boston	CBS
WICC	Bridgeport, New Haven	CBS
WBEN	Buffalo	NBC
WGAR	Cleveland	NBC
WFAA	Dallas	NBC
WBAP	Fort Worth	NBC
KLZ	Denver	CBS
WJR	Detroit	NBC
KPRC	Houston	NBC
WFBM	Indianapolis	CBS
WDAF	Kansas City	NBC
KFI, KECA	Los Angeles	NBC
WHAS	Louisville	CBS
WLLH	Lowell	YN
WTMJ	Milwaukee	NBC
WSM	Nashville	NBC
WSMB	New Orleans	NBC
WTAR	Norfolk	NBC
WFIL	Philadelphia	NBC
KGW, KEX	Portland	NBC
WEAN	Providence	CBS
KSL	Salt Lake City	CBS
WOAI	San Antonio	NBC
KOMO, KJR	Seattle	NBC
KHQ, KGA	Spokane	NBC
WMAS	Springfield	CBS
KVOO	Tulsa	NBC
KFH	Wichita	CBS

Also
YANKEE NETWORK
TEXAS QUALITY NETWORK
NORTHWEST TRIANGLE

Represented throughout the United States by

EDWARD PETRY & COMPANY
INCORPORATED

NEW YORK DETROIT
CHICAGO SAN FRANCISCO

Defendants in Transradio's Damage Suit File Replies, Denying Conspiracy Charge

ANSWERS by all the numerous defendants in the suit brought by Transradio Press Service and the Radio News Association have now been filed in the U. S. District Court for Southern New York, and unless further action is taken by the plaintiffs in the meantime, the next development in the case is to expected when the calendar is called in October.

The two plaintiff companies, of which Herbert Moore is the head, are suing NBC, CBS, AP, UP, INS and the American Newspaper Publishers Association and individuals connected with them for $1,170,000 damages claimed to have resulted from a conspiracy (the press-radio agreement) in violation of the anti-trust laws.

The last answers to be filed, which were delayed until early September as a result of motions by the defendants, were those of CBS and William S. Paley (jointly); NBC, Merlin H. Aylesworth and Frank E. Mason (jointly) and INS, Joseph V. Connolly and J. D. Gortatwosky (jointly).

In the CBS answer it is pointed out that the operation of its own news bureau in 1933 and early in 1934 (when General Mills Inc. sponsored the reports) was not "done at a profit". When the suit was filed, Moore expressed the belief that the News Bureau would have developed into a profitable enterprise but for the adoption of the Press-Radio agreement.

Called a "Program"

THE CBS answer makes no reference to the manner in which the agreement was arrived at, and refers to it as a "program". It says: "This program was devised to terminate the friction previously existing between the press and the radio, and the news so furnished by the defendant press associations is available to any broadcasting station which desires it."

It is conceded that CBS "advised several of its subsidiaries on several occasions not to purchase the news dispatches of Transradio press service and not to permit the sponsorship of news," but it is denied that this was done pursuant to a conspiracy or as unfair competition.

NBC, like CBS, denies that the two network companies between them control approximately half of the 40 clear channels, and in referring to the "program" it denies that its adherence to this document committed it to a policy of not gathering its own news or not purchasing news from the press associations' competitors.

INS, seeking to undermine the basis of the action, denies that neither Transradio nor Radio News Association is engaged in interstate commerce, and sets forth that "as a result of the abstention by INS from selling its dispatches to radio stations, advertisers and others, for use in connection with the advertising of goods and services for profit, the plaintiffs were enabled to sell a large amount of alleged news in their possession to various radio stations which desired to sell the same to advertisers for the purpose of inducing listeners to hear about the merits of their various products."

In April, 1935, the answer continues, INS decided to sell news to stations and advertisers "under such suitable safeguards as would ensure the dignified and objective presentation of the news gathered and written by INS."

It is charged that the plaintiffs prospered exceedingly, or represented this to be the case, as a result of the experiment of INS and other press associations in not selling news for a year, and that this policy, far from being an unlawful combination, was in fact the very condition which enabled the plaintiffs to operate.

To combat the idea that private press associations have entered the field to squeeze Transradio out in a rate war, the INS answer declares: "Prices charged by INS for its dispatches are such as to assure it of a fair profit on its large investment, good will and skilful management, and are in no way dictated by such prices as plaintiffs may charge for their greatly inferior service, which prices are to these defendants wholly unknown and of no interest . . . the aggrievement of these plaintiffs, if any they have, is a result of the competition now offered them [since April, 1935] by INS and UP."

He's Still Hoarse

WHEN the organist failed to appear for a 30-second network break in the studios of WMCA, New York, Paul Gregory, announcer, barked into the mike like a whole pack of puppies, thus appropriately introducing the dog-food program which followed.

NBC Expands in Chicago

NILES TRAMMELL, vice president and manager of the NBC central division, announces addition of three new studios to the Chicago headquarters. An organ chamber, two echo rooms and additional office space, occupying about 11,500 square feet of floor space, will be constructed in previously unoccupied space in the tower section of the Merchandise Mart. This will give the Chicago NBC headquarters a total of 76,500 square feet floor space, and 11 studios. When the Chicago headquarters were opened in 1928 only two studios were needed and the entire staff was limited to less than a dozen people. Today's staff numbers more than 300. Of the 1,748 programs originating in each month for a total of 536 hours, 1,102 are for the networks. Each of the new studios will be 17 by 30 feet in size with an adjoining control room and adjoining storage room.

Transradio Adds Four

TRANSRADIO Press Service on Sept. 10 announced the signing of two more Southern stations for its full teletype service under arrangements with G. Richard Shafto, manager. The stations are WIS, Columbia, S. C., and WCSC, Charleston, S. C. With the addition of these stations, Transradio will open its own bureau in Columbia, the capital. Transradio has also signed WCFL, Chicago, and WHBC, Canton, O.

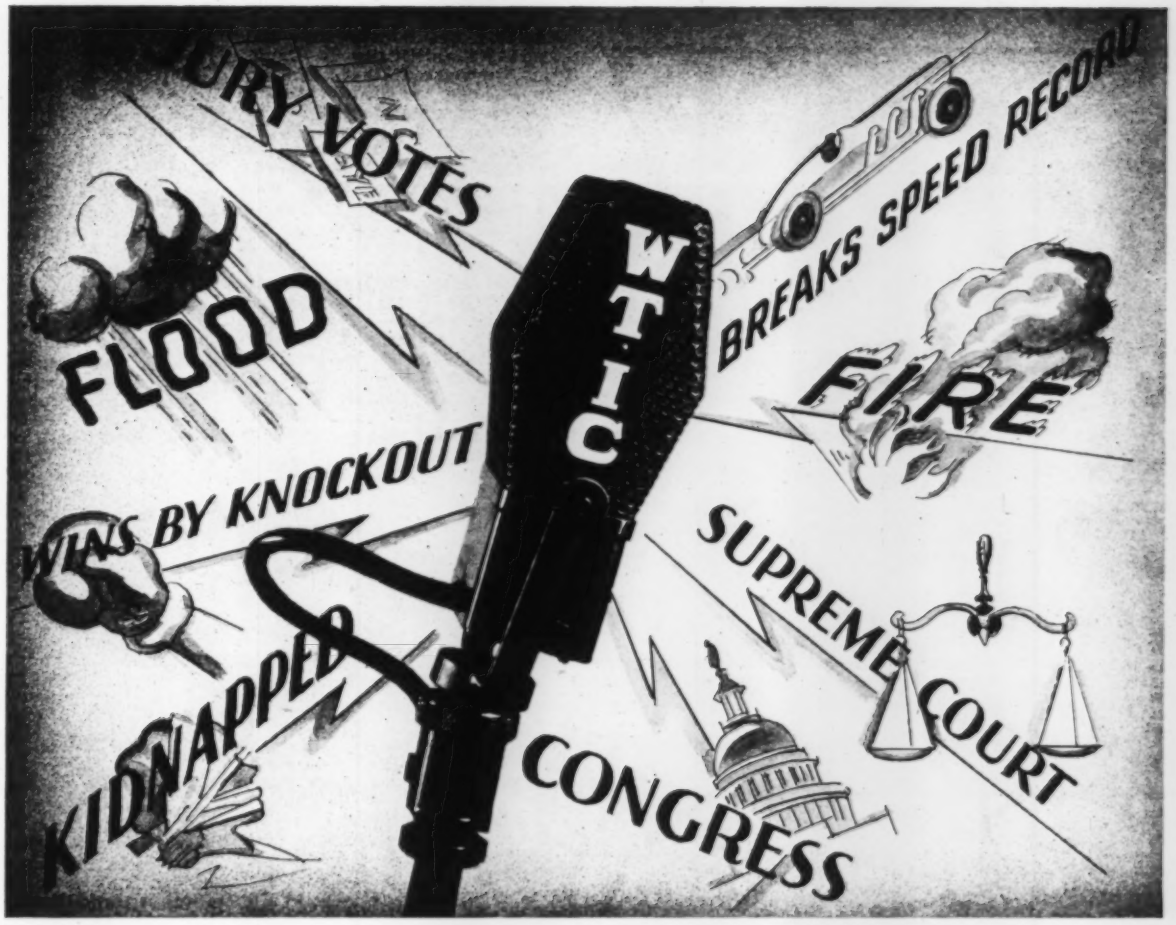
The sizeable chunk of God's country shown above is one of the best test markets in the good old U. S. A. It contains all or part of 23 Ohio counties and 5 Indiana counties. Populous villages and prosperous farms dot the agricultural region. Industries engaged in domestic and international trade are found in the cities, and manufacturing activities are diversified.

Stable living conditions make possible an accurate test of product and merchandising.

1,118,501 potential listeners, live, work, play and buy in this test market—the primary zone of the new radio favorite in this territory—station WHIO. The cost of reaching this vast audience is low—the results, profitable. Write today to WHIO, Dayton, for program and market data.

WHIO DAYTON DAILY NEWS DAYTON, OHIO — BASIC NBC RED NETWORK

MIAMI VALLEY BROADCASTING CORP.
39 South Ludlow Street, Dayton, Ohio



When It's News — The World Stops to Listen

Few radio features command such a large and attentive audience, every day, as the Transradio Press Service—now available for sponsorship over WTIC.

Back of its popularity is a long record of spectacular beats: the NRA death decision — the Louis-Carnera knockout — the Hauptmann trial — the killing of John Dillinger — and dozens of others.

Note well these two important facts about this program. First, people simply cannot listen to hot news with their ears half open. They drink in every word. Second, WTIC gives you a tremendous audience. 1,500,000 in the primary coverage area; 680,000 additional in the secondary coverage area (Jansky & Bailey Survey figures).

Transradio Press Service is given daily at 8:00 A. M., 1:00 P. M., 6:30 P. M. and 11:00 P. M.—15 minutes each time. It may be purchased in whole or in part. First come, first served.

over 1,000,000 visitors from outside of the state will attend the Connecticut Tercentenary Exercises this Summer

WTIC

50,000 WATTS

HARTFORD • CONNECTICUT

The Travelers Broadcasting Service Corporation
Member New England and NBC-WEAF Networks

PAUL W. MORENCY, *General Mgr.* **JAMES F. CLANCY**, *Business Mgr.*

NEW YORK OFFICE, 220 EAST 42nd STREET *J. J. WEED, Manager*
CHICAGO OFFICE, 203 N. WABASH AVENUE *C. C. WEED, Manager*

Mississippi is Calling You!

Smart advertisers **are heeding the call of Mississippi — the very heart of Dixie.**

Why? Because times are good in Mississippi and Mississippians are buying as they haven't bought in years. Retail sales are 10 per cent over last year, and last year was a good year. New building is more than double the quota set for the state by the Federal Housing Administration.

And to top it all Mississippi has just begun to gather a 98 million dollar cotton crop.

Throughout this rich market WJDX has always been the favorite station of radio listeners. Carrying the famous programs of NBC, WJDX offers the prestige and coverage you need to sell this great market.

WJDX

"THE VOICE OF MISSISSIPPI"

JACKSON, MISSISSIPPI

HUEY LONG'S DEATH
On WJSV Minute After Word Is Sent From Hospital

EXACTLY one minute after the hospital authorities in Baton Rouge announced that Senator Huey P. Long had died as the result of an assassin's bullet, the radio audience in Washington, D. C., was aware of it. It was at 5:10 a. m. (EST) on Sept. 9 that newspapermen in the Baton Rouge hospital were informed of the Senator's death and the flash went instantly over the United Press leased wires.

Ted Church, assistant manager of WJSV, Washington, was at the microphone with the UP telephone broadcasting bulletins on Senator Long's condition, between transcription offerings which had been carried through the night. Just one minute elapsed between the time the flash was received in Washington headquarters of the UP and the moment it was broadcast. The station stayed on the air all night.

DON LEE STATIONS ACQUIRE INS NEWS

EIGHT Don Lee Network stations, including the four owned by Don Lee Inc., have signed for International News Service during the last fortnight, according to an announcement by INS headquarters in New York. Signing of this contract follows close on the signing of KFI and KECA, Earle Anthony stations in Los Angeles, by United Press. KNX, Hollywood, which buys Transradio Press for sponsored service, also buys UP for sustaining news.

The INS deal brings to well over 60 the number of station clients now served by that press association. The Don Lee contract included KHJ, Los Angeles; KFRC, San Francisco; KGB, San Diego, and KDB, Santa Barbara, Don Lee-owned stations—the others being KFBK, Sacramento; KMJ, Fresno; KWG, Stockton, and KERN, Bakersfield. The latter four stations are all owned by the McClatchy newspapers.

INS also reported the signing of WJBL, Decatur, Ill., and WTAD, Quincy, Ill. UP reported no new clients during the last two weeks, its deal for service to NBC-owned and operated stations still pending an agreement.

Transradio Press expanded further into the newspaper field. Herbert Moore, president, announced that in addition to the five newspapers previously reported in BROADCASTING, Transradio has signed the *Harrisburg* (Pa.) *Telegraph*, morning and evening editions, which are also clients of AP, UP and INS. The deal involves publication rights to the Transradio reports and also their broadcasts over WHP, which is owned by the newspapers. Transradio has also signed the *San Francisco Post*, a projected new morning labor paper.

KFWB, Hollywood, has adopted a new method of limiting advertising copy for spot announcements. Instead of specifying the maximum number of words, it has drawn up a ruled form. Sponsors are allowed as many words as they can squeeze into the space.

Finch Resigns Position With FCC to Practice As Consulting Engineer

Mr. Finch

WILLIAM G. H. FINCH, who as assistant chief engineer of the FCC has been directing the engineering phases of its sweeping $750,000 investigation of the American Telephone and Telegraph Co. and the Bell System, has resigned from the FCC, effective Sept. 15, to return to his private career as communications and radio consulting engineer.

Mr. Finch will reopen his laboratories in New York to be known as the Telecommunications Laboratories and will engage in experimental investigations in the automatic record communications field. He will specialize in press, aeronautical and police communications work, including the development of his mobile printer and facsimile receiver for broadcasting sets, which he had invented prior to joining the Commission a year ago.

Regarded as one of the most able members of the FCC staff, Mr. Finch had organized and supervised a comprehensive investigation of the engineering phases in the telephone industry, including patents, manufacturing methods and operating practices. He had formed a large staff of engineers to conduct the inquiry. Prior to entering the FCC service, he had been the vice president and chief engineer of Hearst Radio Inc., the broadcasting and press communication subsidiary of the Hearst newspapers and had been ranked as one of the leaders in the American wireless world, having served as a delegate for this country at several important international radio conferences.

Richmond Station Asked; Hartford Petition Urged

CLOSE on the heels of the FCC Broadcast Division's approval of acquisition of WPHR, Petersburg, Va., by John Stewart Bryan and his colleagues, publishers of the *Richmond* (Va.) *News-Leader*, an application was filed with the FCC Sept. 4 by the *Richmond Times-Dispatch* for a new 100-watt full time station there on 1500 kc.

FCC Examiner Dahlberg has recommended that the Broadcast Division grant the *Hartford Times'* application for a new 100 watter on 1200 kc. in that city, and has recommended denial of similar applications by the Worcester Broadcasting Co., seeking the same facilities for both Worcester and Hartford. The latter companies are headed by A. S. Moffat, operator of WMAS, Springfield, with 25% of the stock pledged for sale to John Shepard 3d. Examiner Bramhall has also recommended granting a new 100-watt full time station on 1500 kc to the *Muskogee* (Okla.) *Press*.

THORNTON FISHER, veteran sports writer and broadcaster for Briggs tobacco on NBC, has been signed by Fox Films as commentator in a series of sports-news reels.

WMAQ, the famous NBC Red Network station in Chicago, is now a powerful 50,000 watter.

Always a prestige station with excellent local and network programs, and wide circulation, the installation of its new transmitter of advanced design makes WMAQ more attractive to the Chicago advertiser than ever before.

Today WMAQ offers a wider market of thousands of added listeners. Its improved broadcasting equipment hits a new high in program reception. Distortion has been greatly reduced, disturbing background noises minimized . . . and its old loyal audiences now enjoy programs of greater clarity.

These are the facts of the new WMAQ. These are the reasons why WMAQ is now one of the very best advertising buys in the entire country.

Use either WMAQ or WENR to sell this second greatest market in America. Two powerful, 50,000 watt NBC Network stations . . . and both "tops" in Chicago.

WMAQ CHICAGO
NOW 50,000 WATTS

NATIONAL BROADCASTING COMPANY, INC.
A RADIO CORPORATION OF AMERICA SUBSIDIARY

NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO
WEAF & WJZ · WRC & WMAL · WMAQ & WENR · KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT

Merchandising Notes

Identifying "March of Time"—Atlantic Refining's Setup—Camel Promotion—Prizes for Cartoons

REMINGTON-RAND Co. is using novel merchandising helps to identify itself with the *March of Time* program. This company, with Time Inc., is sponsoring the daily *March of Time* radio broadcasts on CBS. The Remington-Rand house organ, *Broadcaster*, printed an extra edition to announce the program to employes. The copy told what type of program was to be broadcast and also something about the cosponsorship idea. All dealers and branch offices have been provided with window display posters. A second poster will be sent to the same offices after the end of daylight saving. Both cards feature a candid camera shot taken at an actual *March of Time* broadcast. The time and days of the broadcasts are displayed in prominent type. Time Inc., is also mentioned as being the cosponsor. Blotters, which are exact replicas of the window posters, are distributed to all customers and prospects by salesmen.

In 90,000 statements, which the company sends out monthly, inserts will promote the program and the manufacturers products. All Remington-Rand letter heads and inter-company memos will carry a special *March of Time* seal in two colors. This seal has been combined with the company's established trademark. All mail sent out by Remington-Rand will have these words across the front of the envelope, "Listen to the March of Time". This is being accomplished by the use of a postal meter stamp machine. All magazine ads will have a special box calling attention to the radio program. Time Inc., is using single and double-page spreads in *Fortune* and *Time* to promote listener interest.

* * *

THROUGH its agents, William Esty & Co., New York, the R. J. Reynolds Tobacco Co. (Camel cigarettes) will promote its new series of radio programs by window stickers which will be distributed to all cigarette dealers throughout the country. The dealers will see that each individual store receives an allotment. The signs will feature the stars of *Camel Caravan*, Walter O'Keefe, Deane Janis, Glen Gray, and Ted Husing. Spotlight ads will appear in about 1000 newspapers. These ads will continue for the first few weeks after the program makes its debut to the radio audience on Oct. 1. Space will also be taken in college and trade publications to announce the series. At present there is no plan to include any mention of the program in Camel ads.

IGA Series in Iowa

INDEPENDENT GROCERS' ALLIANCE (North Central Division) on Sept. 13 started a series of inquiring reporter programs, with Fred Perkins, over WMT, Cedar Rapids, and KRNT, Des Moines. The programs originate from IGA stores all over Iowa, with the reporter using a traveling microphone to interview crowds which assemble in the stores for the broadcasts, 1:30-2 p. m., Fridays and Saturdays. McCord Co., Minneapolis, is the agency.

CONSIDER the case of Trader Hicks. Two years ago he had one small store in Macon, Ga. Then he timidly contracted for daily 7½ minute spots on WMAZ, Macon. Today he has four store buildings, two basements and a thriving business.

The Hicks programs start with a trombone smear with the announcer identifying the program as that of "the Trading Post where they buy, trade or sell". After a recording, a sound effect is introduced, and it is changed daily. The announcer ad libs to fit the effect. The sponsor then chats about his business.

* * *

A BREAKDOWN of the number of participants in the recent Colgate-Palmolive-Peet prize contest revealed this information: Of all the entrants to the contest only 30% complied with all the rules of entry; most of the contestants failed to include the name of the dealer from whom they bought the Palmolive soap; others failed to inclose the wrappers from 3 cakes of Palmolive soap; women outnumbered men 7 to 1; of the final prize winners, 14 were women, 6 men.

* * *

ATLANTIC REFINING Co., Philadelphia, is using window posters in all their service stations in a promotional campaign to attract listeners to their radio program which began Sept. 14. All customers will receive information about the program in the form of theatre tickets. Letters sent through the mail will advise other customers. Broadsides had been sent to all employes asking them to interest their friends, also to check with their friends for comments regarding the program. Newspaper spotlight advertisements will be used throughout Atlantic territory.

* * *

NORTHAM-WARREN Corp. (Cutex Nail Polish and Lipstick) is using a weekly prize contest on its NBC quarter-hour, based on a 30-word letter "Why I like to match my nails and lips with Cutex." All entrants must send in a top from a Cutex polish carton with their letter. Prizes to the public each week will consist of a $100 first prize; and 20 other prizes of $5. The next 100 letters will receive a regular size cutex lipstick.

* * *

YOUNG listeners to the Sunday morning "funnies" on KEX, Portland, Ore., were offered prizes for the best cartoons they drew. Prizes consisted of a scout knife for boys and a camera for girls.

We Sell RESULTS

That's What You Get on WLS!

WLS always has sold its advertising services on one basis—*results!* After all is said and done, power, transmitter, studios mean nothing—unless *results* follow! 80% of WLS advertisers renew—proof of *results!* In the nation's second city—Chicago—and this great midwest market—you should use WLS for the same reason.

Here are examples—a few

6:45 A. M.
Overalls
13,000 letters—13 weeks.
Big "jump" in sales.

7:00 A. M.
Candy
53,000 five cent candy wrappers—13 weeks.

7:45 A. M.
Cereal
266,000 box tops—725 programs. 5,000 new Chicago dealers in 6 months.

9:00 A. M.
Food Products
6,500 letters—one announcement.

11:30 A. M.
Stoves
39,000 letters—12 programs.

1:00 P. M.
Drug Store Item
53,000 photograph requests—3 programs.

2:15 P. M.
Yarns
20,000 ten-cent pieces—5 announcements.

7:30 P. M.
Drug Store Item
35,000 photograph requests—one program.

10:55 P. M.
Drug Store Item
12,000 replies—one program.

Advertising results follow listener interest!

Detailed information will be mailed on request. A few of the spots mentioned above still are available for Fall sponsorship.

WLS 50,000 WATTS

THE PRAIRIE FARMER STATION
1230 WASHINGTON BLVD. CHICAGO, ILLINOIS
BURRIDGE D. BUTLER, President — GLENN SNYDER, Manager
NEW YORK OFFICE: Graham A. Robertson, 250 Park Ave.

SEATS ARE FILLING UP!

GET ABOARD WHILE THERE'S STILL ROOM!

*

Passenger List So Far . . .

NAME	NUMBER OF FLIGHTS PER WEEK	TOTAL TIME IN AIR PER WEEK
Adam Hat Stores, Inc.	1	60 minutes
Dentists Supply Co. of New York	2	30 minutes
Finlay Straus, Inc.	5	75 minutes
Fitch Investment Service	5	25 minutes
Journal of Modern Living	6	180 minutes
Koppers Gas & Coke Co.	6	105 minutes
Macfadden Publications	6	90 minutes
Rev. Donald Gray Barnhouse	1	30 minutes
Rev. George A. Palmer	6	360 minutes
St. Christopher's Inn	1	30 minutes
Young People's Church of the Air	1	60 minutes

* Obviously this list does not include the many advertisers using these stations individually—a list that is greater than ever before!

"New York's Own Station"

WMCA **WIP**

"Philadelphia's Pioneer Voice"

HUMPS

:their histories, habits and habitats

Humps in cats' backs are induced by playful puppies, passing motorcycles, photographers with flashlights, flirtatious male cats who won't take "No" for an answer, and just plain orneriness. Humps in sales curves spring from special deals, price cutting, Reports of Recovery, enlarged sales forces, increased advertising appropriations or merely a switch to radio advertising via CBS. Measured by permanency, profit or prospects the last way is the best way to hoist a Hump-That-Keeps-On-Humping. Advertisers who'd like to see their sales curves zoom upward are invited to scrutinize the case histories of CBS clients. They will find again and again such provocative examples as these, taken from the current year: A toothpaste whose sales began to spurt ahead of the industry's by 35% two months after it began broadcasting. A breakfast food, now in its third year of CBS radio advertising, that has jumped from eighth place to third. An automobile that is doubling last year's sales. Such significant successes explain why Columbia's sales last month show a 71% increase over last year, why CBS is used exclusively by twice as many of the 100 largest advertisers as is any other network.

THE COLUMBIA BROADCASTING SYSTEM

WORLD'S LARGEST RADIO NETWORK • 485 Madison Avenue, New York City

BROADCASTING and Broadcast Advertising

Published Semi-Monthly by
BROADCASTING PUBLICATIONS, Inc.

National Press Bldg. ● Washington, D. C.
Telephone—MEtropolitan 1022

MARTIN CODEL, Publisher
SOL TAISHOFF, Editor
F. G. TAYLOR, Advertising Manager

Executive and Editorial Offices: National Press Building, Washington, D. C.
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EUGENE V. COGLEY, National Advertising Representative, National Press Bldg., Washington, D. C.
J. FRANK BEATTY, Managing Editor ● BERNARD PLATT, Circulation Manager

Seeing the Light

WHEN such leading publishers of newspapers as the Scripps-Howard group follow the example set by Hearst, Cowles, McClatchy and about 100 other publishers in going into radio on their own, rather than fight it as an allegedly competitive news and advertising medium, the oft-cited "war with the press" can really be called a myth.

For a half dozen years or more certain elements professing to represent the thought of newspapermen have tried to fan into flame the antagonism some short-sighted publishers have felt toward radio. Their efforts were idle and sometimes stupid, and during the interim enough publishers saw through them sufficiently to gather to themselves more radio franchises—until the number of newspaper-owned or corporately affiliated stations today numbers about 125.

Radio has proved itself able to go forward with or without newspaper support, but naturally it welcomes the press as a friend and partner rather than as a carping critic. Radio has won its fight on all fronts—program listings, purchase of press association news and refutation of pin-prick arguments against its efficacy as an advertising medium. Many radio executives don't want to see the business of broadcasting looked upon as a mere adjunct or step-child of the newspaper business, nor do we. But we think there is scant chance for such an attitude when big organizations like Scripps-Howard go into radio with the recognition that it is an important public service and business institution *per se* as well as a splendid hand-maiden for their publishing businesses.

Clean Copy

ORDER finally seems to be emerging from the chaos occasioned by the objectionable advertising drive instituted by the FCC early this year. With the basic purpose and intent of the FCC effort, directed by Chairman Prall, no one has had any real quarrel. Much good has come from it. But stations, advertisers and agencies have been in a quandary about what to do in ascertaining beforehand whether a product or the accompanying continuity was acceptable. It was a question of how to proceed and where to draw the line.

Much of the difficulty developed from the work of subordinates in the FCC's Legal Department, who with seeming abandon have sent letters to stations questioning every conceivable type of account. These letters, it is stated, have been sent without the knowledge of the Broadcast Division commissioners. The effect has been to threaten the licensees of stations and to force them to reject accounts which under ordinary circumstances they would not hesitate in accepting, and which for the most part are not objectionable.

Now it appears that a definite, sane and workable procedure will be evolved. The first step, and a most commendable one, was the negotiation by Managing Director Baldwin of the NAB with the Federal Trade Commission of the stipulation procedure. Under it stations, by signing waivers under which they agree to abide by FTC rulings against advertisers, are eliminated from punitive action against themselves. This is the same privilege accorded newspaper and magazine publishers.

It does not mean that stations can accept any account indiscriminately and rely upon the stipulation protection. The FCC will still be functioning and will continue to hold stations responsible for every program broadcast.

But it does mean that the work will be coordinated in a way that should eliminate the confusion and misunderstanding that has been rife in recent weeks. And it should result in a much more satisfactory relationship of station with its client and agency, and with the regulatory agencies of the government.

Exit Mr. Morgan

FEW CONNECTED with radio, including many we know among the colleges and universities directing educational radio stations and programs, will regret the passing from the kilocycle scene of Joy Elmer Morgan, the militant reform head of the National Committee on Radio in Education. Mr. Morgan devotes himself henceforth to his National Education Association duties, and his tirades against the present broadcasting system will presumably end—or at least will no longer bear the imprimatur of educational officialdom. He was the sort of person who had to be fighting something all the time: power trust, liquor, cigarettes and then radio. Coming from the ranks of primary school men, he was hardly the man to head any organization for the furtherance of education by radio, and many from institutions of higher learning resented his unreasoning sort of crusading.

His place on the Radio Committee is taken by Dr. Willis A. Sutton, superintendent of Atlanta schools and former president of NEA, a man of considerable standing in his profession and a man who has said he has locally obtained every cooperation from Atlanta stations. But the NCRE itself, losing its backing from the Payne Fund is slated to go out of existence at the end of this year, which also will not be regretted.

While we think the $200,000 of the Payne Fund has largely been wasted under Mr. Morgan's policy of destructive attack rather than constructive research effort, we take this opportunity of thanking Messrs. Tracy F. Tyler, secretary of the NCRE, and Armstrong Perry, its service bureau manager, for their consistently friendly cooperation in a news way. We disagreed with them frequently, but we always found them fair opponents. They were under a distinct disadvantage in that they often had to subordinate their own views or desires to those of the professional reformer who was their superior.

The RADIO BOOK SHELF

AN AGENCY'S own survey of station popularity for the guidance of local and national spot advertisers has been completed for the Twin Cities by Addison Lewis & Associates, Foshay Tower, Minneapolis. The survey consists of 1,000 interviews taken at the peak season of radio and completed at the beginning of the summer. Questions as to the popularity of each station in St. Paul and Minneapolis at all times of the broadcasting day, thoughts of listeners as to summer broadcasting and statistics of radio set ownership are contained in a portfolio furnished to advertisers. It was prepared by Edward Shurick Jr., radio director.

IN THE SHORT span of modern radio's existence, there have been few if any histories of radio as an art and science to command the attention alike of the layman and the person "on the inside". Such a history, simply written and with the technical phases fully understandable, has been produced by Orrin E. Dunlap Jr., radio editor of the *New York Times*. His *Story of Radio* (Dial Press, N. Y., $2.75) is actually a revised edition of the book under the same title he produced in 1927, but the new edition has an enlarged chapter on television and three new chapters covering the ultra-short waves, pictures by radio and a discussion of American vs. European radio. Here is a splendid book, thoroughly indexed and accurately and expertly written by an outstanding American authority, that answers the questions frequently faced by nearly every radio executive—whether he needs source material for speeches or for the countless high school and college students who constantly besiege his offices or studios for data on the subject of radio as a whole.

WRITTEN both as a technical reference and text book, Prof. Frederick Emmons Terman, of Stanford University, has published *Measurements of Radio Engineering*, a comprehensive 400-page volume devoted to measuring methods and measuring apparatus (McGraw-Hill Book Co., N. Y., $4). The book is amply illustrated with diagrams and carries complete tables, making it a valuable companion volume to the author's *Radio Engineering*, which deals with general principles of radio.

We Pay Our Respects To —

HARRISON HOLLIWAY

WHEN KFRC, San Francisco, celebrates its eleventh birthday on September 24, Harrison Holliway, manager of the Don Lee station, known to millions of radio fans as master of ceremonies for the CBS *Blue Monday Jamboree*, also observes his eleventh anniversary with the station.

Although under 35 years of age, having been born in San Francisco, Nov. 3, 1900, Holliway is a pioneer in Pacific coast radio and is recognized as one of the best showmen in the industry. He has earned the enviable title of the West's "Grand Old Man" of radio, having been on the air continuously since 1920.

Back in 1911, when only 10 years old, Holliway started what was to prove a brilliant career in radio. There was no broadcasting then. The ether waves carried only the crackling dots and dashes of wireless telegraphy.

The youngster Holliway, as a hobby, started experimenting with the crude forerunner of radio. He constructed various contraptions of his own at home, much to the annoyance of his family. This youngster, with his enthusiasm and vision, saw the possibilities of radio. He kept on experimenting, earning the money himself to buy the necessary equipment to carry out his plans.

In 1920 Holliway had constructed a short wave receiver which picked up a Canadian station 1,800 miles away. It was a great accomplishment at the time. Newspapers and magazines throughout the country carried his picture and columns on the event. Enheartened by this recognition, he started a radio broadcasting station all his own, with the call letters 6BN, San Francisco.

It was great fun and he was on the air daily, broadcasting phonograph records and making his own announcements. He has been on the air ever since, as announcer and master of ceremonies, gaining the distinction of being the world's most consistent announcer in the point of service.

Holliway went to Stanford University to study law, but gave it up after three years—the leaning toward radio was so strong. In 1922, when the San Francisco Emporium, department store, started its radio station KSL, this 21-year old youth was called in to construct, operate and manage the station.

Broadcasting was still looked upon as an experiment, but with possibilities. Those early days were days of one-man stations. Programs were mostly phonograph records, but Holliway did something different. He began introducing prominent personalities who came to San Francisco.

The public sat up and took notice and in 1924, about a decade ago on Sept. 24, he came into his own. Young Holliway was called to start KFRC in the Hotel Whitcomb. He literally built KFRC from the ground up, taking it in easy stages, from a hotel room experiment to the sponsorship of a large department store, the City of Paris. Big names were being continuously added to its daily programs. KFRC, under management of Holliway, became an important factor in the life of the community. When the station was sold to the late Don Lee, Holliway went along with the deal.

In 1927 Holliway organized the *Blue Monday Jamboree* as a sustaining feature. This variety show was an instant success. With himself as master of ceremonies, the show was broadcast every Monday night from KFRC and later piped to KHJ, Los Angeles. It was the first variety show of its kind, two hours in duration, to be released by any network in the United States.

Under his guidance, on this program, a host of formerly unknown performers have sprouted wings which have carried them out over the ether waves to success in their own rights. His discoveries include such prominent radio stars as "Cheerily of Yabut" and "Cheerily of the Shell Show"; Al Pearce, who is master of ceremonies on his *Al Pearce Gang* frolic; Tommy Harris, the little "King of Song"; Frank Watanabe (Eddie Holden), whose Japanese dialect monologues are known to millions of radio fans; Hazel Warner, noted Western songstress and scores of others.

Meredith Willson became a radio celebrity as musical director of the *Jamboree*. He composed the "Jamboree March", which is considered one of the best known and best written theme numbers ever heard in the West. Willson is now musical director for the entire NBC Western division, and a national figure in radio.

This popular variety show, which later came under the sponsorship of Thomas J. Lipton Inc. has still another distinction. It has played to more people in person than any other Western program. It is conservatively estimated that 1,000,000 persons have jammed the KFRC studios and theaters, auditoriums and halls from San Diego to Vancouver to view the *Blue Monday Jamboree*. During all this time Holliway has never missed a broadcast, being master of ceremonies at every show.

Requests for tickets to witness the radio broadcast come from all parts of California. Its popularity was demonstrated recently when more than 30,000 copies of a *Jamboree* group picture were distributed, each in return for ten milk can labels.

Holliway is married to Juliette Dunn, noted Western soprano. They have two sons, whom he terms his hobbies. He likes the out-of-doors, boating and fishing being his favorite sports. He is also active in civic affairs.

PERSONAL NOTES

E. P. H. JAMES, director of sales promotion for NBC, will speak in Pittsburgh Sept. 16 before the annual convention of the National Industrial Advertising Association. He will present the case for radio in a round-table discussion in which spokesmen for all media will attempt to show why they should benefit from an appropriation for a hypothetical oil-burner campaign.

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, has been named by Gov. George H. Earle, of Pennsylvania, to be a member of the new state banking commission. Walter Grosscup, member of the board of WFIL, has been named to the reorganized state liquor control board.

R. L. FERGUSON has resigned as commercial manager of WINS, New York, effective Sept. 15. His resignation was tendered to Burt Squire, new manager of the station. Mr. Ferguson's plans are not known.

NELSON PERRY, for 11 years advertising manager of *Liberty*, has joined the local sales department of WOR, Newark.

JACK MIMS, with Southwest Broadcast System and later with Texas Quality Group and KPRC, Houston, has been named commercial manager of WGST, Atlanta.

LEONARD KAPNER, formerly a salesman on WCAE, Pittsburgh, has been named sales manager of the station, relieving Ford Billings, general manager, of the burden of sales duties.

VERNE R. YOUNG, for the last three years minute clerk of the FCC, resigned effective Sept. 15 to become office manager of the law firm of Philip G. Loucks, former managing director of the NAB. Mr. Loucks' offices are in the National Press Bldg., Washington.

GENE WILLOUGHBY, formerly with Free & Sleininger, Chicago, has joined the Omaha commercial staff of KOIL, Omaha, and KFAB-KFOR, Lincoln, Neb. Emerson Smith, formerly stationed at Lincoln, has been transferred to Omaha, and Arthur Shroeder, formerly with the NRA in Washington, has joined the commercial staff.

CLAUDE H. FRAZIER, for three years commercial manager at WROL, Knoxville, has been named business manager of WSGN, Birmingham.

JOHN C. MEVIUS, general manager of WHAT, Philadelphia, has resigned to manage a new local station in Milwaukee. He is succeeded by L. H. Bailey, for eight years manager of WKJC, Lancaster, Pa.

THOMAS STEVENSON, former publisher of the defunct *National Broadcast Reporter*, is now in Washington operating a news letter service dealing with the Securities Commission, with offices in the Southern Bldg.

DONALD A. BURTON, owner of WLBC, Muncie, Ind., has been elected president of the local Optimist Club.

GEORGE McLAUGHLIN, formerly with Bell Telephone Co., has joined the sales staff of KNX, Hollywood.

F. BUCK HOWARD has been named commercial manager of KFRO, Longview, Tex.

WILLIAM BANKS, of the commercial department of WIP, Philadelphia, is a candidate for city council.

BEHIND THE MICROPHONE

JOHN STANFORD COHEN Jr., formerly motion picture critic of the *New York Sun*, is the newest member of the NBC Chicago press department. He is the son of the late Senator John S. Cohen, publisher of the *Atlanta Journal*.

NAYLOR ROGERS, manager of KNX, Hollywood, and Carl Nissen, commercial manager, were luncheon guests of 16 girl members of the staff Aug. 30. The affair was held in honor of Virginia Nissen, former publicity representative for the station and daughter of the commercial manager. She left Sept. 1 for England to study for her MA degree.

ARNOLD MAGUIRE, formerly in charge of sustaining programs for KFRC, San Francisco, has been placed in charge of the station's newly-created continuity department. Jennison Parker remains as chief continuity writer. John J. Van Nostrand, Jr., for the past two years associated with KHJ, Los Angeles, becomes production manager of KFRC. Glenhall Taylor was originally scheduled for the post, but instead remains on KHJ's production staff.

MARVIN YOUNG, for more than a year on the production staff of NBC, San Francisco, resigned Sept. 15, to devote himself to free lance writing for motion pictures and radio. He has purchased a chicken ranch near Los Angeles, where he will live.

JULIUS GLASS, formerly of the publicity staff of WGAR, Cleveland, has been named publicity director of the newly-organized Cleveland Guild of the Arts.

GEORGE TOLIN, former production manager and announcer for the Post Broadcasting System, Honolulu, has been added to the announcing staff of KGGC, San Francisco. He succeeds Gordon Willis, resigned.

BOB MURPHY, of Bismarck, N. D., has joined the announcing staff of WDAY, Fargo, N. D.

Before my company can consider radio I want to know—

How can radio advertising be used like local newspaper advertising? Our distribution is spotty. How can we pick the markets we want to advertise in and then use only those markets, tying up with our dealers there?

How can we be sure of uniform quality in our programs without a network hook-up which is not justified for our distribution? Even though we use the same program over each individual station that we pick, won't they broadcast it with a variety of equipment and skill?

And finally—there is the question of cost. Putting together a first class program to compete with the best on the air is a big undertaking. That appears to be a large obstacle from an economic standpoint. Is there any way to overcome it?

World Program Service uses the vertical method of reproduction which sharpens the clarity of

the pr wider This is

130 STATIONS IN EVERY IMPORTANT MARKET FOR LO

WAPI Birmingham, Ala.
KUOA Fayetteville, Ark.
KFPW Fort Smith, Ark.
W6XAI Bakersfield, Calif.
KIEM Eureka, Calif.
KMJ Fresno, Calif.
KLX Oakland, Calif.
KNX Los Angeles, Calif.
KFBK Sacramento, Calif.
KWG Stockton, Calif.
CKLW Windsor, Ont., Canada
KVOR Colorado Springs, Colo.
KFEL Denver, Colo.
KGHF Pueblo, Colo.
WTIC Hartford, Conn.
WJSV Washington, D. C.
WFLA Clearwater, Fla.
WMFJ Daytona Beach, Fla.
WRUF Gainesville, Fla.
WMBR Jacksonville, Fla.
WQAM Miami, Fla.
WDBO Orlando, Fla.
WCOA Pensacola, Fla.
WTFI Athens, Ga.
WGST Atlanta, Ga.
WRDW Augusta, Ga.
WMAZ Macon, Ga.
KIDO Boise, Idaho
WGN Chicago, Ill.
WJBL Decatur, Ill.
WTAD Quincy, Ill.
WHBF Rock Island, Ill.
WTAX Springfield, Ill.
WTRC Elkhart, Ind.
WGBF Evansville, Ind.
WLBC Muncie, Ind.
WHO Des Moines, Iowa
WMT Cedar Rapids, Iowa
KFBI Abilene, Kan.
KGGF Coffeyville, Kan.
WIBW Topeka, Kan.
WLAP Lexington, Ky.
WAVE Louisville, Ky.
WJBO Baton Rouge, La.
WFBR Baltimore, Md.
WEEI Boston, Mass.
WTAG Worcester, Mass.
WCSH Portland, Me.
WOOD-WASH Grand Rapids, Mich.
WJR Detroit, Mich.
WEBC Duluth, Minn.
KSTP St. Paul, Minn.
WQBC Vicksburg, Miss.
KMBC Kansas City, Mo.
KWK St. Louis, Mo.
KGBX-KWTO Springfield, Mo.
KFBB Great Falls, Mont.
KFAB Lincoln, Neb.
KOIL Omaha, Neb.
KOH Reno, Nev.
KGGM Albuquerque, N. M.
WOKO Albany, N. Y.
WGR-WKBW Buffalo, N. Y.
WOR New York, N. Y.
W2XR New York, N. Y.
WHDL Olean, N. Y.
WHAM Rochester, N. Y.

WORLD BROADCASTING

Other Offices at: 400 W. Madison St., Chicago, Ill.; 555 S. Flower St., Los Angeles, Cal.; 274 Branan St., San Francisco, Cal.

Those are fair questions, I'm glad you have raised them___

Mr. Executive, let me bring you up-to-date. A new system is available to you today, which gives you complete freedom of choice of markets. This embraces every important market in the United States (there are 130 in all).

You can go on the air anywhere or everywhere, without one market depending on another. You can be sure of uniform quality because each World station, wherever it may be, has installed special equipment for the sole purpose of broadcasting World programs.

There are over 1000 separate selections in World Library. These are first class materials out of which you build your own distinctive and individual structure. This makes the cost of your program so nominal that it is only an incidental consideration.

the program intensity. Gives wider range, real life quality. This is broadcasting at its best.

OR LOCAL, REGIONAL, OR NATIONAL ADVERTISING

reat Falls, Mont.
ncoln, Neb.
maha, Neb.
no, Nev.
Albuquerque, N. Mex.
Albany, N. Y.
BW Buffalo, N. Y.
ew York, N. Y.
ew York, N. Y.
Olean, N. Y.
Rochester, N. Y.

WFBL Syracuse, N. Y.
WBIG Greensboro, N. C.
WSJS Winston-Salem, N. C.
WDAY Fargo, N. D.
KLPM Minot, N. D.
WCKY Cincinnati, Ohio
WSAI Cincinnati, Ohio
WHK Cleveland, Ohio
WAIU Columbus, Ohio
WSPD Toledo, Ohio
WKBN Youngstown, Ohio

KADA Ada, Okla.
KVSO Ardmore, Okla.
KVOO Tulsa, Okla.
KFJI Klamath Falls, Ore.
KOIN Portland, Ore.
WCBA Allentown, Penn.
WLEU Erie, Penn.
WKBO Harrisburg, Penn.
WCAU Philadelphia, Penn.
KYW Philadelphia, Penn.
WEEU Reading, Penn.

WGBI Scranton, Penn.
WJAR Providence, R. I.
WCSC Charleston, S. C.
WIS Columbia, S. C.
WFBC Greenville, S. C.
WOPI Bristol, Tenn.
WDOD Chattanooga, Tenn.
WNOX Knoxville, Tenn.
WREC Memphis, Tenn.
WLAC Nashville, Tenn.
KGNC Amarillo, Texas
KFDM Beaumont, Texas

WFAA Dallas, Texas
WBAP Fort Worth, Texas
KTSM El Paso, Texas
KXYZ Houston, Texas
WOAI San Antonio, Texas
KGKO Wichita Falls, Texas
KDYL Salt Lake City, Utah
WRVA Richmond, Va.
WDBJ Roanoke, Va.
KXRO Aberdeen, Wash.
KOMO-KJR Seattle, Wash.
WTAL Tallahassee, Fla.

KOMA Oklahoma City, Okla.
KROC Rochester, Minn.
KHQ-KGA Spokane, Wash.
KIT Yakima, Wash.
WHIS Bluefield, W. Va.
WHBY Green Bay, Wis.
WKBH La Crosse, Wis.
KGMB Honolulu, T. H.
2 GB Sidney, Australia
5 DN Adelaide, Australia
3 KZ Melbourne, Australia
WTMJ Milwaukee, Wis.

NG SYSTEM, Inc.

50 WEST 57TH STREET
NEW YORK, N. Y.

Cal.

Sound Studios of New York, Inc. (Subsidiary of World Broadcasting System, Inc.) Western Electric Licensee

THE BIG 3

WLW CINCINNATI. . . . . The Nation's Station
WGN CHICAGO. . . . . Intensive coverage in 5 States
WOR NEW YORK. Dominating New York and Philadelphia

BECOMES

THE BIG 4

ON SEPTEMBER 29th

AS

CKLW

SERVING THE GREAT WINDSOR-DETROIT AREA

JOINS THE
MUTUAL BROADCASTING SYSTEM

Effective September 29th, CKLW JOINS THE MUTUAL BROADCASTING SYSTEM, adding new Sales making power to your Advertising Message in the fourth Market!

Doctor Pratt* Tells Why WHB Is the "Dominant Daytime Station" In the Rich Kansas City Market Area

IF I may be so bold, I'd like to come right out right now and say that WHB is daily presenting an aggregation of programs which for consistent excellence are probably not surpassed by daytime broadcasts on any other radio station in America—big or little, chain or independent!

That's the reason for WHB's popularity. Programs of "chain" quality, plus the local flavor and intense local interest which accrue to local programs produced with skilled showmanship.

Best known nationally, of course, is WHB's famous Municipal Court broadcast—now copied in many cities. But don't overlook WHB's superb newscasts by John Cameron Swayze, using United Press dispatches; Kansas City's original "Musical Clock"; Jess Kirkpatrick's inimitable songs; the Weather Man in person; Doc Hopkins & Bunkhouse Bill; God's Quarter Hour; the "Voice of Kansas City" and the "Quizzical Quiz"—two great "street reporter" broadcasts; the daily Police Bulletins; the mid-afternoon "Staff Frolic"; the Harl Smith Quarter Hour; the "Twilight Hour" with John Wahlstedt; and "Music from the Muehlebach" presenting famous dance bands in person. In recent months WHB has broadcast Isham Jones, Herbie Kay, Earle Burtnett, Barney Rapp, Dell Coon, Glenn Lee, Ben Pollack, Henry Halstead, Paul Pendarvis, Red Nichols—in person, *in the daytime.*

WHB HAS NO SPECIAL REPRESENTATIVES in the National Field
Address inquiries, wire or phone collect to WHB, Scarritt Bldg. Kansas City, Mo.

With material such as this, it's no wonder WHB, an independent daytime station, competes successfully for first-place honors with the full-time chain stations of the area. 1,000 watts power, on a favorable wavelength (860 kilocycles), give complete coverage of western Missouri, eastern Kansas and parts of Nebraska, Iowa, Arkansas and Oklahoma.

But the secret of WHB's success is programs—programs the listeners like—programs that get results for advertisers. That's why *renewal contracts* constitute 80% of WHB's billing. Smart national advertisers and their agents, seeking a maximum audience at modest expenditure in the important Kansas City market, find that WHB, the listener's "best bet", is the advertiser's "best buy".

WHB

DON DAVIS, President — JOHN T. SCHILLING, General Manager

KANSAS CITY'S DOMINANT DAYTIME STATION

** Dr. Russell Pratt, former member of the radio team "The Two Doctors" (Pratt & Sherman), joined WHB's staff last April after 10 years at WMAQ, KYW and KMOX; and numerous sponsorships on NBC and CBS.*

JACK VINCENT, formerly with Wired Radio in New York and the old ABS, replaces George Barrie, now with *March of Time*, on the announcing staff of WIP, Philadelphia. Hugh Brooks, from University of Michigan, also has joined the staff.

LOUIS KATZMAN, well-known director, has been named musical director of WINS, New York, under an exclusive contract for the metropolitan area. He will take charge of the musical division Oct. 1. The director has been identified with 42 network programs in the last four years.

LOU EMMEL, former manager of the NBC western division artists bureau, San Francisco, has established an artists service in the Golden Gate Theatre Building, that city, under his own name.

OWEN (Pat) FLAHERTY has resigned from the announcing and program staff of KXYZ, Houston, to return to San Antonio.

FREDERICK WILLIAM WILE, veteran radio commentator, has started his 13th year of broadcasting with resumption of his CBS series 6-6:15 p. m. Saturdays.

BERT VAN CLEVE, formerly associated with the *Rex Cole Mountaineers*, hillbilly serial, sponsored for approximately four years on WEAF, New York, is now doing free lance continuity in San Francisco.

FRANK C. (Duke) CHAMBERLIN, continuity writer at KROW, Oakland, Cal., has been promoted to assistant production manager. Scott Weakley continues as production manager. Kenneth (Ken) Burkard, formerly on the announcing staff of KLS, Oakland, has gone over to KROW in a similar capacity, taking the place of Herbert Allen who resigned to join KYA, San Francisco.

DON HAMBLY, production manager at KRE, Berkeley, Cal., was married to Miss Florence Tuttle of San Francisco, Sept. 7.

JOHN BAKER, formerly heard on Eastern stations, has joined the announcing staff of WLS, Chicago.

WORTH KRAMER, singing announcer, has been promoted to program manager of WGAR, Cleveland.

LEONARD F. WINSTON, program producer, has moved to new offices in Salmon Tower, 11 W. 42d St., New York.

LLOYD JACQUET, former radio editor of the *New York Herald-Tribune*, who is now with the George Mathew Adams Syndicate, New York, was guest critic on the *Amateur Script Writers Hour* on WBNX, New York, Sept. 5.

WALTER PATTERSON, who portrayed the character of Capt. Lacey in NBC's *One Man's Family* before being written out of the script, has gone to KYA, San Francisco, as dramatic producer and continuity writer.

RICHARD HOLMAN, former program manager of KYA, San Francisco, is doing free lance radio publicity and also writing a column for a Pacific Coast radio fan publication.

GENE SHUMATE, sports announcer, has been promoted to chief announcer of KFRU, Columbia, Mo. He is a third-year student at the University of Missouri. Elvin Imes has joined the artist staff.

JAMES F. CLEMENGER, announcer of WMCA, New York, and Miss Dorothy Ann Hull, of Norwalk, Conn., were married Sept. 7 at Norwalk.

ALLEN TRENCH, announcer of WCAE, Pittsburgh, resigned Sept. 14 to enter radio in England. His father is seriously ill in London.

L. V. BULLINGTON, traffic manager for CBS at its Charlotte, N. C., station, WBT, has resigned. He has been replaced by Reginald L. Acker, formerly with Western Union.

Mennen's Returns to Air

MENNEN Co., Newark (cosmetics, etc.) will start a new series of programs over MBS starting Sept. 30, Sundays and Mondays, 10-10:30 p. m. The program, *Famous Court Trials*, will be keyed from WLW, Cincinnati. WOR will not carry the program, but its 8 o'clock Transradio news broadcast will be sponsored by this client around Oct. 1. H. M. Kiesewetter Adv. Agency Inc., New York, handles the account.

Du Pont Going on CBS

E. I. DU PONT de NEMOURS & Co., Wilmington, Del., will sponsor a new series of historical programs over 31 CBS stations starting Wednesdays, Oct. 9, 8-8:30 p. m. Commercials will be devoted to institutional copy. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

MUSICIANS' wages for broadcast in Los Angeles will change scale Sept. 15 because of new rules and regulations set forth by Musicians Local 47, A. F. of M. Though still lower than Eastern centers, the new rates increase from the previous scale in Los Angeles.

HOWARD LANG, vice president of the Ivan Khan talent agency, Hollywood, resigned early in September to form his own organization.

WALLY ROSS has joined the Rinaldo-Tauszig talent agency, Hollywood, as an associate. At one time he was with the Ruth Collier Agency, now known as Collier-Weber-Todd.

LUCILLE SEELEY, formerly of KPRC, Houston, who also has had agency experience, has joined the continuity department of WGST, Atlanta. At KPRC she conducted a daily gossip column and wrote *Ships and the Sea*, a sponsored child serial.

AARO HERSHEY has joined the announcing staff of WOWO, Fort Wayne. He was formerly with WSMK, Dayton, and the old WLBW, Erie, Pa.

GUY THOMAS STEWART Jr., formerly of the *Nashville Banner*, has joined WSM, Nashville, as continuity writer and announcer.

ROBERT WALDROP, San Francisco NBC announcer, has been transferred to New York NBC headquarters. Jay Sims, formerly of KYA, San Francisco, has joined the NBC staff there.

FRANK NORTH has been transferred to full time duties in the production department of KOIL, Omaha.

WWNC

Operated By The Citizen Broadcasting Company, Inc.

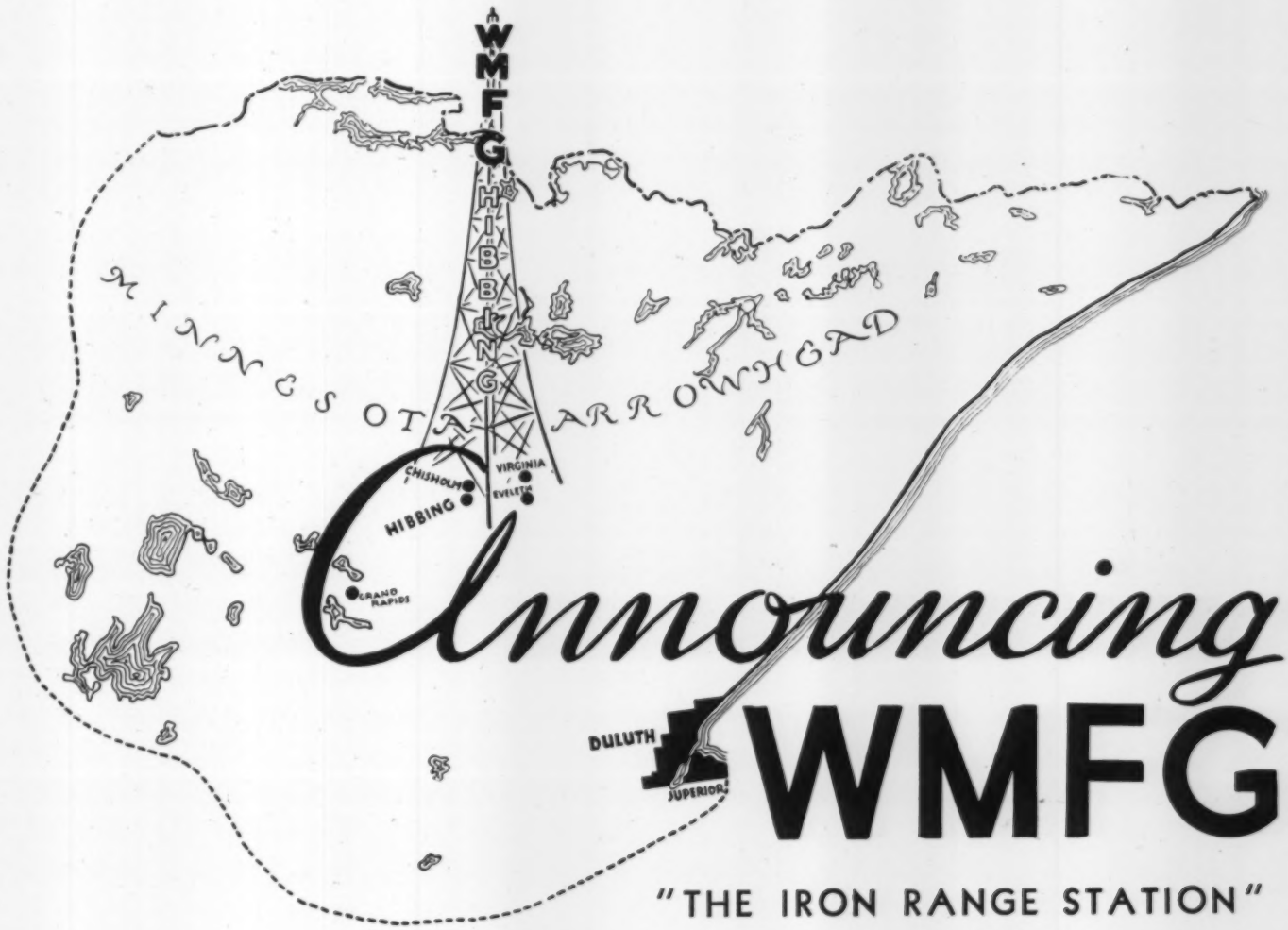
ASHEVILLE, N. C.

91%

Of Asheville Homes

—have Radio reception, and in WWNC's listening area, the percentage of Radio-equipped farm homes is the highest in the Southeast!

Full Time NBC Affiliate
1,000 Watts — 570 Kilocycles



Announcing WMFG

"THE IRON RANGE STATION"

A NEW DEAL for 100,000 people living on and near the great Iron Range of Minnesota, into which millions of dollars are flowing for new homes, new cars—all the necessities and luxuries of life.

WMFG provides these people with their best radio reception; toward this station they turn an attentive ear; an ear receptive to your sales message. For rates and program suggestions, write to

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THE TOTEM NEWS REPORTER

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First **News Reporter** in Seattle . . . second only to New York in percentage of radio equipped homes . . . 97.4%

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Reaches 60% of Washington State's population 277,300 radio families

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For complete details

EDWARD PETRY COMPANY

National Representatives

HARRY HALL, announcer at KFWB, Hollywood, was injured in an auto accident early in September but is expected to return to work late in the month.

PAUL HENNING, who conducts a film program column over KMBC, Kansas City, arrived in Hollywood early in September for first hand data on the film colony.

JACK LESCOULIE, announcer at KFAC, Los Angeles, resigned early in September and left for New York to join a stage company.

PAUL MILLER, production manager of WWVA, Wheeling, W. Va., arrived in Los Angeles late in August for a month's stay.

JACK KAY, staff announcer of KHJ, Los Angeles, is the father of a boy born in late August.

JAMES KNIGHT CARDEN and David Taylor, Los Angeles radio writers and producers, will be associated with Frederick C. Dahlquist in producing the *Charlie Chan* transcription series.

LEW CROSBY, formerly of KVOR, Colorado Springs, has joined the announcing staff of KNX, Hollywood. Lillian Maltz, former office secretary at KHJ, also joined KNX as an assistant in its program department.

GEORGE NEFF, producer at KMTR, Hollywood, will be on crutches for several weeks as the result of a broken ankle.

FOR KANSAS CITY COVERAGE

WREN

"A Bird in the Hand"

Committees Are Named For Foundation Awards

A COMMITTEE of five prominent broadcasters to cooperate with the Radio Manufacturers Association in the creation of a Radio Industry Foundation for Program Awards was named Sept. 12 by Leo J. Fitzpatrick, NAB president. The purpose of the Foundation will be to make a series of awards for conspicuous public and program service rendered by stations and figures in the industry, which would be analogous to the Pulitzer awards in the journalism and literary fields.

The committee named by the NAB president consists of Lambdin Kay, director of WSB, Atlanta, and a prime mover of the project, chairman; M. H. Aylesworth, NBC president; Burridge D. Butler, president of WLS, Chicago; Leo J. Fitzpatrick, director WJR, and William S. Paley, CBS president.

The RMA, which has announced through its vice president, Bond Geddes, that it will contribute from $5,000 to $20,000 for the awards, named this committee: Powel Crosley, president, Crosley Radio Corp., chairman; Leslie F. Muter, Muter Co., Chicago; E. F. McDonald Jr., president, Zenith Radio Corp., Chicago; Geo. A. Scoville, president, Stromberg Carlson Telephone Mfg. Co., Rochester, and N. P. Bloom, Adler Mfg. Co., Louisville.

Both the NAB and the RMA passed resolutions at the last conventions espousing a foundation.

New Independent Group Seeks National Accounts

IN LINE with plans to perfect a national representation and sales arrangement for independent broadcasting stations, officials of National Independent Broadcasters Inc. were in New York Sept. 12 to discuss the matter with interested organizations.

En route to New York Sept. 11, Edward A. Allen, WLVA, Lynchburg, Va., president of NIB, and W. Wright Gedge, WMBC, Detroit, secretary, stopped off in Washington. They informed BROADCASTING that organization plans were proceeding favorably and that the current negotiations have to do with the attainment of the association's objective of procuring national business for non-network stations in favorable markets.

Thus far, Mr. Allen said, NIB, which was formed at the NAB convention in Colorado Springs, last July, has acquired a membership of 37 independent stations, the majority 100-watters. Each has paid the initial membership assessment of $100, he said. Stations which did not measure up from the standpoint of equipment and market have not been admitted to membership, he asserted.

WMAQ Panoramic Program

CHICAGO'S newest transmitter, for its oldest station, WMAQ, takes a bow Sept. 15, in a three-hour program when the new 50,000 watt power plant located at Bloomingdale, Ill., 25 miles west of Chicago, goes on the air. A spectacular program has been prepared, presenting in panoramic review memorable events and personages heard over WMAQ during its 13 years. Among the group to be heard are Mary Garden, for hers is the first voice broadcast on radio in Chicago—Armistice Day, Nov. 11, 1921—when she spoke over the tiny 50-watt transmitter introduced to Chicago by KYW. On that occasion Edith Mason sang one song, both performing from the stage of the Auditorium, where the opera *Samson and Delilah* was performing.

WIND, Gary, Ind., was authorized to increase its day power from 2,500 to 5,000 watts until local sunset in a decision of the FCC Broadcast Division on Sept. 10, sustaining the recommendation of Examiner Dalberg. The station operates on 560 kc., and its night power remains at 1,000 watts.

IOWA NETWORK

Kid's Choice!

WE'VE GOT THE KIDS because we've got programs they like. And we are building new programs for them every day. Write now for facts if you want to reach this young audience.

THE IOWA BROADCASTING SYSTEM

The Des Moines Register and Tribune

Representatives: John Blair & Co., New York, Detroit, Chicago and San Francisco

KRNT CBS BASIC Des Moines · WMT NBC BASIC BLUE Cedar Rapids-Waterloo · KSO NBC BASIC BLUE Des Moines

WATCH

October 1 BROADCASTING For Important

SBS

Announcement of Interest To Every Advertiser Desiring To Cover the Southwest

SOUTHWEST BROADCASTING SYSTEM

General Office — Fort Worth

IN THE CONTROL ROOM

COMDR. T. A. M. CRAVEN, Washington consulting engineer, addressed members of the Washington section of I. R. E. Sept. 12 on "Broadcast Antenna".

I. H. LOUCKS has been transferred from the FCC central monitoring station at Grand Island, Neb., to its inspection office at Philadelphia.

JAMES BARR, of the technical staff of KTAT, Fort Worth, was married recently to Miss Maxine Tubbs.

LAWRENCE H. EMERY, formerly chief engineer for R. U. McIntosh & Associates, Los Angeles, late in August joined the staff of Harper Radio Co., Alhambra, Cal., to do air checks and instantaneous recording.

HAMILTON STAATS, from the Camden office of RCA Mfg. Co., was sent to the Hollywood transcription studios of the RCA Victor Co. to install new equipment.

DONALF A. DEWOLF, NBC field supervisor in San Francisco, has been transferred to Hollywood as chief engineer for the NBC studios there.

LARRY SHIPLEY, engineer of WGAR, Cleveland, has acquired a 30-foot sailing yacht.

WILLIAM H. DAVIS, formerly chief operator of WJDX, Jackson, Miss., has applied for a construction permit to build a new 100-watt station in Jackson. Dixon Pyles, publicity director in Mississippi for the FHA and a former newspaperman, is coapplicant.

LEILAND SEAT, formerly chief engineer of WBBZ, Ponca City, Okla., has joined the engineering staff of KADA, Ada, Okla.

JERRY WEAVER, formerly of WLW, Cincinnati, and WIOD, Miami, has joined the engineering staff of WCKY, Cincinnati.

BILL FLIGEL, member of the CBS maintenance department in Chicago, will be married Sept. 28 to Miss Edna Marquardt of Berwyn, Ill.

GEORGE GREGORY, control engineer of WNEW, Newark, is the father of a boy born recently.

GEORGE CRAWFORD, formerly of Hamilton, Ont., chief engineer of CJIC, Sault Sainte Marie, Ont., has installed a Northern Electric panel, simplifying control operations. William Thompson, morning announcer, has been assigned to the transmitter house.

C. A. REBERGER, veteran transmitter engineer of WOR, Newark, will sail shortly for Egypt and India as chief operator aboard the SS *Tampa* of the United States Lines.

Artist Bureaus Split

AFFILIATION of the CBS Artists Bureau with the Thomas Lee Artists Bureau, Los Angeles, (KHJ) was severed in August. Hereafter the network will operate a branch of its artists' activities in Los Angeles. Charles Vanda, recently appointed publicity man for CBS in Los Angeles, has also been appointed Los Angeles representative for the CBS Artists Bureau.

J. H. Barron to Leave FCC for Own Practice

Mr. Barron

JOHN H. BARRON, senior broadcast engineer of the FCC for the last five years and a veteran of ten years as a Federal radio official, on Nov. 1 will leave the FCC to engage in a private consulting engineering practice in Washington. He will specialize in allocation matters before the Broadcast Division of the FCC.

Since 1930, Mr. Barron has been the chief engineering aide of Andrew D. Ring, assistant chief engineer in charge of broadcasting. Prior to joining the former Radio Commission he was on the engineering staff of the Radio Division of the Department of Commerce, which he joined in 1925. Successively, he served as an inspector in the Detroit, New York, Baltimore and Washington offices of the Radio Division. He attended Baltimore Polytechnic Institute and Johns Hopkins University.

W. L. Waltman Manages KALB, Alexandria, La.

W. L. (Bill) WALTMAN, for the last four years with KGFF, Shawnee, Okla., has undertaken the management of the KALB, Alexandria, La., new 100-watter operating on 1420 kc., scheduled to go on the air Sept. 15. His staff includes Edward Vann, formerly with KRMD, Shreveport, as studio director; Miss Mary Lapeer, as program director, and LaVell Waltman, also formerly with KGFF, in charge of remote control studios at Seminole and Wewoka, Okla.

Two 140-foot steel towers have been erected with transmitter building one mile north of Alexandria. Studios are located in the O'Shee Bldg., in the heart of the business district. Western Electric transmitter equipment is used.

A MILLION DOLLARS WORTH OF SOUND EQUIPMENT

Absolutely of no use if it were not for the little steel needle that forms the link between the record and your audience. Transcriptions are at their best with the best needles.

Mfg. by W. H. BAGSHAW CO. Lowell, Mass.

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Send for Samples

Radio Station WFLA-WSUN

STUDIOS TAMPA • • CLEARWATER • ST. PETERSBURG

SERVING FLORIDA'S CENTER OF POPULATION THE TAMPA TRADE TERRITORY

620 KC • 5000 WATTS DAY • 1000 NIGHT — FULL TIME

LITTLE STORIES *of* RADIO ADVERTISING

"Hi Yo Silver!"

Sehl Advertising Agency, Inc., handles the Gordon Baking Company account. Gordon Baking Company means "Silvercup, the World's Finest Bread" and Silvercup means The Lone Ranger and his white horse, Silver, principals with Tonto the Indian, in that great radio drama of the old west, produced by WXYZ, the key station of the Michigan Radio Network.

Harry Sehl is so filled with Lone Ranger plots and plans and deeds of daring that I sometimes suspect that he yips like a coyote in his sleep and disturbs the neighbors with the well - known "Hi Yo, Silver, Away!" in the wee small hours of the morning.

But no wonder, with the kids in all the vacant lots in town riding broomsticks and urging imaginary white steeds on to new deeds of daring and romance, and with every social call bringing a fresh reminder of the popularity and productiveness of this excellent program.

For example, Harry called on his friends, the George Reeds, the other evening. Mr. Reed runs a motion picture theatre and usually arrives home from the office at one-thirty or two a. m. instead of the conventional six or six-thirty p. m.

After dinner George Reed said, "Harry, I don't mind having our children make us change grocers because our old one did not handle Silvercup Bread—the new one is probably better anyway. I don't mind having to eat Silvercup Bread every meal I get at home—it's damn good bread. I don't mind our youngsters riding broomsticks all over the place and shouting 'Hi Yo, Silver, Away!'—after listening to the program I am tempted to join them myself—but I do think that a fellow who gets home from work at two a. m. should have some protection against all the kids in the neighborhood gathering under his window at seven a. m. and starting a hullabaloo about which one will be the Lone Ranger and which one will be Tonto, the Indian, etc., and then the whole gang yipping 'Hi Yo, Silver!' down the street."

Our sympathy and condolences to Mr. Reed for annoyance and loss of sleep, but boys will be boys and the Lone Ranger must go on riding his great white horse Silver down the airwaves into the hearts of hundreds of thousands of youngsters and grownups too.

Lone Ranger was just another "audience - tested" program on the Michigan Radio Network until Mr. Everett Wilsher, president of the Gordon Baking Company, saw its possibilities as a business builder and put the "mysterious rider" to work selling bread.

Increased sales, new plants and a dominant position in the bread business testify to his good judgment and to the effectiveness of the job performed "single handed" by the Lone Ranger.

So, may you miss the fun of being "angel" to a brand new radio show, and take on an "audience-tested" program that will pay dividends from the beginning. Let us tell you about MANHUNTERS, for example, a detective drama, twin to LONE RANGER, or THE MIXING SPOON, or THE DAILY NEWS OF THE AIR, or well, you get the idea.

For a safe advertising investment—for a ready made audience — for immediate dividends and happy stockholders — for moving merchandise *now* — we suggest the "audience tested" program. Radio for action!

Wm G Rambeau

WILLIAM G. RAMBEAU CO.

NEW YORK . CHICAGO . SAN FRANCISCO

Radio's First Special Representatives

The Business of Broadcasting

Current News About Accounts, Pending Schedules, Transcriptions, Agencies and Representatives; Notes from the Stations

WOR, Newark

Stehli Silks Corp., New York, 3 weekly *sa*, thru Riegel & Leffingwell Inc., N. Y.

National Biscuit Co., New York (Good Cheer bread), 3 weekly *sa*, thru McCann-Erickson Inc., N. Y.

Port of New York Authority, New York, weekly *sp*, thru Friend-Weiner Adv. Co., N. Y.

Jones & Dahm Inc., New York (Gunga-Din food products), 3 weekly *sa*, direct.

Philadelphia Dairy Products Co., Philadelphia (ice cream), 3 weekly *sa*, thru Sheck Adv. Agency, Newark.

American Washing Machine Mfrs. Assn., Chicago, 2 weekly *t*, thru Meldrum & Fewsmith Inc., Cleveland.

Zenith Radio Corp., Chicago (radio sets), 4 weekly *t*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

B. C. Remedy Co., Durham, N. C. (proprietary), 3 weekly *sp*, thru Chas. W. Hoyt Co. Inc., N. Y.

Royal Lace Paper Works Inc., Brooklyn, 3 weekly *sa*, thru Lawrence C. Gumbinner Adv. Agency, N. Y.

Sterling Products Inc., New York, (California Syrup of Figs), 4 weekly *t*, thru Stack-Goble Adv. Agency, N. Y.

Borden Co. Inc., New York (food products), weekly *sp*, thru Young & Rubican Inc., N. Y.

Stanco Inc., New York (Daggett & Ramsdell cosmetics), 3 weekly *sp*, thru McCann-Erickson Inc., N. Y.

Carlsbad Products Co. Inc., New York (proprietary), 2 weekly *sp*, thru H. M. Kieswetter Adv. Agency, N. Y.

KFRU, Columbia, Mo.

Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.

Compagnie Parisienne Inc., San Antonio (perfume), daily *ta*, thru Northwest Radio Adv. Co. Inc., Seattle.

Geppert Studios, Des Moines (enlargements), daily *ta*, thru Northwest Radio Adv. Co. Inc., Seattle.

Gardner Nursery Co., Osage, Ia. (plants), daily *ta*, thru Northwest Radio Adv. Co. Inc., Seattle.

Watchtower Bible Society, Brooklyn (religious), 2 weekly *t*, direct.

KFRC, San Francisco

Italian-American Paste Co., San Francisco (Vegeroni-Italian paste) 2 weekly *sp*, thru W. Vincent Leahy Adv. Agency, San Francisco.

Power Seal Co., San Francisco (auto engine stimulant), 6 weekly *sa*, thru W. H. Miller Adv. Agency, Oakland, Cal.

Marin-Dell Milk Co., San Francisco (milk-Greenspot Orangeade), weekly *sp*, thru J. J. Tissier Adv. Agency, San Francisco.

WMAQ, Chicago

Kremola Co., Chicago (cosmetics), 52 *sp*, direct.

Pandaleon Bros. Inc., Chicago (dried fruit), 40 *sp*, thru Charles Silver & Co., Chicago.

Sally Chain Stores Inc., Chicago (dress shops), 52 *sp*, thru Morenus Adv. Co., Chicago.

Lee & Schiffer Inc., New York (Rolls razors), 13 *t*, thru Kimball, Hubbard and Powell Inc., N. Y.

WKRC, Cincinnati

Auburn Automobile Co., Auburn, Ind., 6 weekly *sp*, thru local distrib.

Pure Oil Co., Chicago (Purol), 6 weekly *sa*, direct.

Dow Drug Co., Cincinnati, 120 *sa*, direct.

Julep Tobacco Co., Boston (Julep cigarettes), daily *sa*, thru Mark O'Dea & Co. Inc., N. Y.

WLS, Chicago

Armstrong Paint & Varnish Co., Chicago, 6 *sa*, thru Morenus Adv. Agency, Chicago.

Olson Rug Co., Chicago, 120 *sp*, thru Philip O. Palmer & Co., Chicago.

Cutler Shoe Co., Chicago, daily *sa*, thru Morenus Adv. Agency, Chicago.

Morton Salt Co., Chicago, 13 *sp*, 102 *sa*, thru Wade Adv. Agency, Chicago.

Chamber of Commerce, Berrien Springs, Mich. (peach crop), 6 *sa*, direct.

American Radiator Co., New York, 18 *t*, thru Marschalk & Pratt Inc., N. Y.

Ralston Purina Co. Inc., St. Louis (Purina chow), 27 *sa*, thru Gardner Adv. Agency, St. Louis.

Acme Mfg. Co., Forrest Park, Ill. (pig feed), 3 weekly *sa*, thru Wade Adv. Agency, Chicago.

Union Pacific System, Chicago (transportation), 6 *sa*, thru Caples Co., Chicago.

Chappel Bros. Inc., Rockford, Ill. (Ken-L-Ration dog food), 5 *sa*, thru Rogers & Smith Adv. Agency, Chicago.

Bernard Perfumers, St. Louis, 3 weekly *sa*, thru Hilmer V. Swenson Co., St. Louis.

Reliance Mfg. Co., Chicago (Big Yank shirts), 13 *sp*, thru Mitchell-Faust Adv. Co., Chicago.

Creosoted Pine Post Assn., Kansas City, 26 *t*, thru Ferry-Hanly Adv. Co., Kansas City.

Johnson Motor Co., Waukegan, Ill. (washing machines), 39 *sp*, thru Lamport, Fox & Co., South Bend.

WSPD, Toledo

Westinghouse Electric & Mfg. Co., E. Pittsburgh (ranges), 3 *sa*, thru Fuller & Smith & Ross Inc., Cleveland.

Graham Paige Motors Corp., Detroit (autos), 12 weekly *sa*, thru United States Adv. Corp., Toledo.

Campbell Cereal Co., Northfield, Minn. (Malt-O-Meal), 156 *sa*, thru Mitchell-Faust Adv. Co., Chicago.

KFWB, Hollywood

Balboa Brewing Co., Los Angeles, 5 weekly *sp*, thru Chet Crank Adv. Agency, Los Angeles.

WGST, Atlanta

General Mills Inc., Minneapolis (Wheaties), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

Julian & Kokenge Co., Columbus, O. (Foot Saver shoes), 5 weekly *ta*, thru local distrib.

Jax Brewing Co., Jacksonville, Fla., daily *sp*, thru Associated Adv. Agency Inc., Jacksonville.

Creomulsion Co. Inc., Atlanta (Creomulsion), 2 weekly *sp*, direct.

ITS Co., Elyria, O. (rubber soles, heels), 5 weekly *sa*, thru Carr Liggett Inc., Cleveland.

American Washing Machine Mfrs. Assn., Chicago, daily *t*, thru Meldrum & Fewsmith Inc., Cleveland.

KGO, San Francisco

Westinghouse Elec. & Mfg. Co., Mansfield, O., (refrigerators), 100 *ta*, thru Fuller & Smith & Ross Inc., Cleveland.

American Association of Washing Machine Mfrs., Chicago (washing machines), 6 weekly *t*, thru Meldrum & Fewsmith Inc., Cleveland.

Zenith Radio Corp., Chicago (radio sets), 3 weekly *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Federal Outfitting Co., San Francisco (clothing), weekly *sa*, thru Frank Wright & Associates, Oakland, Cal.

WTMJ, Milwaukee

H. J. Heinz Co., Pittsburgh (food), 6 weekly *sa*, thru Maxon Inc., Detroit.

Kroger Grocery & Baking Co., Cincinnati, 2 weekly *t*, thru Ralph H. Jones Co., Cincinnati.

Ralston Purina Co., St. Louis (cereal), 3 weekly *t*, thru Gardner Adv. Co., St. Louis.

WDAY, Fargo, N. D.

A-C Spark Plug Co., Flint, Mich., 2 weekly *ta*, thru D. P. Brother & Associates, Detroit.

Republic Coal Co., Minneapolis, 79 *sa*, direct.

Dr. Weisberg Gold Co., Minneapolis, 2 weekly *sa*, direct.

WSB, Atlanta

Southern Railway System, Washington, daily *sp*, thru Johnson-Dallis Co., Atlanta.

From the Detroit News

WWL, New Orleans

Drug Trade Products, Chicago (Calocide), 21 weekly *sa*, thru Benson & Dall Inc., Chicago.

Drug Trade Products, Chicago (Peruna, Acidine, Kolorbak, Germania tea), 6 weekly *t*, thru Benson & Dall Inc., Chicago.

Sterling Casualty Insurance Co., Chicago, 6 weekly *sp*, thru Radio Broadcasting Inc., Chicago.

Curtiss Candy Co., Chicago, 5 daily *sa*, thru McJunkin Adv. Co., Chicago.

Stanback Medicine Co., Salisbury, N. C. (proprietary), 6 weekly *sp*, thru J. Carson Brantley Adv. Agency, Salisbury.

Crazy Water Crystal Co., Mineral Wells, Tex. (mineral crystals,) 6 weekly *sp*, direct.

B. C. Remedy Co., Durham, N. C. (proprietary), 6 weekly *sp*, thru Harvey-Massengale Co., Atlanta.

Burrus Mill & Elevator Co., Fort Worth (flour), 6 weekly *sp*, direct.

Procter & Gamble Co., Cincinnati (Oxydol), 6 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

Ralston Purina Co. Inc., St. Louis (Purina chow), 6 weekly *ta*, thru Gardner Adv. Co., St. Louis.

J. W. Marrow Co., Chicago (Mar-O-Oil), 3 weekly *sp*, thru Heath-Seehof Inc., Chicago.

General Mills Inc., Minneapolis (flour), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

Grove Laboratories Inc., St. Louis (chill tonic), 2 daily *ta*, thru H. W. Kastor & Sons Adv. Co. Inc., Chicago.

Willard Tablet Co., Chicago (proprietary), 6 weekly *sp*, thru First United Broadcasters Inc., Chicago.

Nacor Medicine Co., Indianapolis (proprietary), 6 weekly *sp*, thru Neisser-Meyerhoff Inc., Chicago.

Bulova Watch Co., New York, 3 daily *sa*, thru Biow Co. Inc., N. Y.

CFCO, Chatham, Ont.

Imperial Tobacco, Ltd., Montreal (Dominion tobacco), 3 weekly *sp*, direct.

MacDonald's Tobacco Co., Toronto (Highland Lassie), 2 daily *ta*, thru Consolidated Adv. Service, Toronto.

Lever Bros. Co., Toronto (Comfort soap), 2 daily *ta*, thru R. C. Smith & Son Ltd., Toronto.

Royal Canadian Tobacco Co., Toronto (Golden Virginia), daily *sp*, direct.

Detroit Sunday Times, Detroit, 2 weekly *t*, direct.

Scott & Bowne Ltd., Toronto (Scott's Emulsion), 2 daily *ta*, thru McConnell & Ferguson Ltd., Toronto.

Purina Mills, Woodstock, Ont. (chick feed), daily *sa*, direct.

WINS, New York

Bowey's Inc., Chicago (Dari-Rich drink), 2 weekly *sa*, thru Russell C. Comer Adv. Co., Chicago.

Carter Medicine Co., New York (liver pills), 3 weekly *ta*, thru Street & Finney Inc., N. Y.

General Mills Inc., Minneapolis (Gold Medal flour), 5 weekly *sp*, thru Blackett - Sample - Hummert Inc., Chicago.

General Mills Inc., Minneapolis (Bisquick), 5 weekly *t*, thru Blackett-Sample-Hummert Inc., Chicago.

General Mills Inc., Minneapolis (Wheaties), 7 weekly *sp* (baseball), thru Blackett-Sample-Hummert Inc., Chicago.

WBBM, Chicago

Siren Mills Corp., Chicago (Siren chocolate and cocoa), 8 *sp*, thru Stack-Goble Adv. Agency, Chicago.

Pet Milk Sales Corp., St. Louis (Pet condensed milk), 2 weekly *sp*, thru Gardner Adv. Co., St. Louis.

KQW, San Jose, Cal.

White Cross Laboratories, San Francisco (toothpaste), weekly *sa*, direct.

WLW, Cincinnati

General Mills Inc., Minneapolis (Gold Medal flour), 6 weekly *sp*, thru Merrill Adv. Co., N. Y. (Incorrectly listed in Sept. 1 issue.)

NETWORK ACCOUNTS

(All time EST unless otherwise indicated)

New Business

ATLANTIC REFINING Co., Philadelphia (White Flash oil products) on Sept. 14 started *That Atlantic Family on Tour, with Frank Parker* on 36 CBS stations keyed from WCAU, Saturdays, 7-7:30 p. m. (EDST). Agency: N. W. Ayer & Son Inc., N. Y.

SPERRY CANDY Co., Milwaukee (Chicken Dinner, Denver Sandwich candy bars) on Sept. 14 started musical program on 9 CBS stations (without WABC), Saturdays, 6:45-7 p. m. Agency: Neisser-Meyerhoff Inc., Chicago.

LIGGETT & MYERS TOBACCO Co., New York (Chesterfield cigarettes) on Oct. 2 starts *Andre Kostelanetz Orchestra, Lily Pons* (Wed.), *Nino Martini* (Sat.) on 91 CBS stations, Wed. & Sat. 9-9:30 p. m. Agency: Newell-Emmett Co. Inc., N. Y.

E. R. SQUIBB & SON, New York (drug products) on Sept. 19 starts *World Peaceways*, Thursdays, 9:30-10 p. m. (EDST). Agency: Geyer, Cornell & Newell Inc., N. Y.

BUICK MOTOR Co., Flint, Mich. (autos) on Sept. 24 broadcasts (one time only) Max Baer-Joe Louis boxing match on combined NBC-WJZ-WEAF networks including Canada, 10 p. m. Agency: Erwin, Wasey & Co. Inc., N. Y.

CHARIS Corp., Allentown, Pa. (foundation garments) on Sept. 15 starts *Sisters of the Skillet* on 53 CBS stations, Sundays, 1:45-2 p. m. (EDST). Agency: John L. Butler Co., Philadelphia.

PINEX Co., Fort Wayne, Ind. (cold remedy) on Oct. 20 starts program on 24 NBC-WJZ stations, Sundays, 3:15-4 p. m. Agency: Philip O. Palmer & Co. Inc., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Ivory soap) on Sept. 30 starts *The O'Neils* on 32 NBC-WEAF stations, Mon. thru Fri., 3:45-4 p. m. Agency: Blackman Adv. Inc., N. Y.

PINAUD Inc., New York (cosmetics) on Sept. 23 starts *Pinaud Program* with Paul Pearson orch. and Jeannine on 3 MBS stations, Mon. thru Fri., 7:15-7:30 p. m. (EDST). Agency: Lord & Thomas, N. Y.

UNITED CIGAR STORES DELAWARE Corp., New York, on Oct. 1 starts *Isham Jones Orchestra* on 2 Mutual stations (WOR, WGN), Tuesdays, 8:30-9 p. m. Placed direct.

ROGER & GALLET, New York (cosmetics) on Oct. 25 starts *Bob Crosby Orchestra* on 18 NBC-WJZ stations, Fridays, 8:15-8:30 p. m. Agency: Marschalk & Pratt Inc., N.Y.

PEPSODENT Co., Chicago (Pepsodent tooth powder, Junis cosmetics) on Oct. 7 starts *Al Pearce & His Gang* on NBC-WEAF network, Mon., Wed., Fri., 5-5:30 p. m. Agency: Lord & Thomas, Chicago.

BETTER SPEECH INSTITUTE OF AMERICA, Chicago, on Sept. 29 starts *Words to the Wise* on NBC-WJZ network, Sundays, 3-3:15 p. m. Agency: Auspitz & Lee, Chicago.

AMERICAN ROLLING MILL Co., Middletown, O., on Oct. 28 starts *Armco Iron Master* on NBC network, Mondays, 10:30-11 p. m. Agency: Gardner-Greist Co., Chicago.

Renewal Contracts

SHELL EASTERN PETROLEUM PRODUCTS Inc., New York (gasoline) on Oct. 5 renews *Shell Chateau, Al Jolson*, on 38 NBC-WEAF stations, Saturdays, 9:30-10 p. m. Agency: J. Walter Thompson Co., N. Y.

JOHN H. WOODBURY Inc., Cincinnati (cosmetics, soap) on Sept. 30 renews *Dangerous Paradise* on 22 NBC-WJZ stations, Mon., Wed., Fri., 7:45-8 p. m. Agency: Lennen & Mitchell Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Oxydol) on July 1 renewed *Oxydol's Own Ma Perkins* on 34 NBC-WEAF stations, Mon. thru Fri., 3:30-3:45 p. m. (EDST) starting Sept. 30 at 3:15-3:30 p. m. Agency: Blackett-Sample-Hummert Inc., Chicago.

PROCTER & GAMBLE Co., Cincinnati (Crisco) on July 1 renewed *Vic & Sade* on 34 NBC-WEAF stations, Mon. thru Fri., 3:15-3:30 p. m. (EDST), starting Sept. 30 at 3:30-3:45 p. m. Agency: Blackman Adv. Inc., N. Y.

PROCTER & GAMBLE Co., Cincinnati (Chipso) on July 1 renewed *Home Sweet Home* on 19 NBC-WEAF stations, Mon. thru Fri., 3-3:15 p. m. (EDST), starting Sept. 30 at 10:15-10:30 a. m. Agency: Blackman Adv. Inc., N. Y.

SPERRY FLOUR Co., San Francisco (flour and Wheathearts), on Oct. 1 renews *Martha Meade-Hazel Warner* on 6 NBC-KPO stations, Tues., Thurs., 10:30-11 a. m. (PST). Agency: Westco Adv. Agency, San Francisco.

CARDINET CANDY Co., Inc., Oakland, Cal., on Oct. 1 renews *Night Editor with Hal Burdick*, narrator, on 5 NBC-KPO stations, Tuesdays, 7:30-7:45 p. m. (PST.) Agency: Tomaschke-Elliott Inc., Oakland, Cal.

LANGENDORF UNITED BAKERIES Inc., San Francisco (bread & pastry), on Sept. 30 renews *Langendorf Pictorial with Rush Hughes*, commentator, on 3 NBC-KPO stations, Mon. thru Fri. (5 days), 4:45-5 p. m. (PST). Agency: McCann-Erickson Inc., San Francisco.

STANDARD OIL CO. OF CALIFORNIA, San Francisco (gasoline & motor oils), on Oct. 10 renews *Standard School Broadcast* on 6 NBC-KPO stations, Thursdays, 11-11:45 a. m. (PST.) Agency: McCann-Erickson Inc., San Francisco.

COCOMALT Co., Hoboken, N. J. (chocolate malt) on Sept. 30 extends contract for *Buck Rogers* on 15 CBS stations, Mon. thru Thurs., 6-6:15 p. m., repeat at 7 p. m. Agency: Ruthrauff & Ryan Inc., N. Y.

STANDARD OIL CO. OF CALIFORNIA, San Francisco (gasoline & motor oils) on Oct. 3 renews *Standard Symphony Hour* on 5 NBC-KPO stations, Thursdays, 8:15-9:15 p. m. (PST.) Agency: McCann-Erickson Inc., San Francisco.

PACIFIC COAST BORAX Co., New York (20 Mule Team borax) on Oct. 3 renews *Death Valley Days* on 18 NBC-WJZ stations, Thursdays, 9-9:30 p. m. Agency: McCann-Erickson Inc., N. Y.

STANDARD BRANDS Inc., New York (Fleischmann's yeast) on Oct. 6 renews *The Bakers Broadcast, with Robert L. Ripley*, Ozzie Nelson Orchestra, on 47 NBC-WJZ stations, Sundays, 7:30-8 p. m. Agency: J. Walter Thompson Co., N. Y.

ACME WHITE LEAD & COLOR WORKS, Detroit (paint) on Sept. 8 renewed *Smilin' Ed McConnell* on 44 CBS stations, keyed from WHK, Sundays, 6:30-6:45 p. m. (EDST). Agency: Henri, Hurst & McDonald Inc., Chicago.

HECKER H-O Co., Buffalo (cereal) on Sept. 16 renews *Bobby Benson & Sunny Jim* on 9 CBS stations, Mon., Wed., Fri., 6:15-6:30 p. m. (EDST). Agency: Erwin, Wasey & Co. Inc., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Palmolive soap) on Oct. 4 renews *Palmolive Beauty Box Theatre* on 59 NBC-WJZ stations, Fridays, 9-10 p. m., with repeat at 11:30 p. m. Agency: Benton & Bowles Inc., N. Y.

KGIR
BUTTE
WALTER BIDDICK CO.
Western Representative

7 out of 10
Listeners to
BUFFALO STATIONS
tune in
WGR or WKBW
between 5 and 7 P. M.
says Ross Federal
BUFFALO BROADCASTING CORPORATION
RAND BUILDING, BUFFALO
Represented by
FREE & SLEININGER

WE CLASP NO HANDS ACROSS THE SEA!

If your sales-prospects dwell in lonely Canadian cabins or on moonlit Mexican mesas, we beg you not to use Station WAVE! Our listeners are the 1,000,000 mere Americans who live in Kentucky's one richest trading area. These good folk listen to WAVE because we're the nearest, *clearest* NBC station—virtually within eye-sight of 320,000 local people.

National Representatives:
FREE & SLEININGER, INC.

STATION WAVE
INCORPORATED
LOUISVILLE, KY.
1000 WATTS . . . 940 K.C.

WXYZ
JOINS THE NATIONAL BROADCASTING COMPANY BLUE NETWORK
SEPT. 29TH

IMPORTANT NOTE:
WXYZ will continue the operation of the Michigan Radio Network as key station—presenting a full time schedule of sustaining and commercial programs. Many sustaining NBC programs will be carried over member stations.

KUNSKY-TRENDLE
BROADCASTING CORPORATION
(Owners and Operators of Station WXYZ)
500 MADISON THEATRE BLDG., DETROIT

WM. G. RAMBEAU CO., Representatives
HOME OFFICES: Tribune Tower, Chicago
Eastern Office: 507 CHANIN BLDG. New York — Earl Bachman, Mgr.
Western Office: RUSS BUILDING San Francisco — Douglas A. Nowell, Mgr.

POOF!

PROOF OF POPULARITY

Strange as it seems, the initials of Proof of Popularity spell "POP"! But the fact seems so applicable to WWVA! Proof of our Popularity just seems to "POP" up from everywhere.

Out of a clear sky, and positively unsolicited, came this mail request from "The Democrat Messenger", Greene County, Pennsylvania's only daily newspaper:

"We would appreciate the favor of being placed on your mailing list so that we may receive your programs regularly for publication."

We do, indeed, consider it proof of WWVA's popularity when a newspaper located in Waynesburg, Pa., 55 miles from Wheeling, asks to publish our programs for the benefit of its readers. The fact is emphatic proof of our claim that WWVA is much, much more than a West Virginia station.

Don't miss us when those radio advertising schedules are being made up if you want low-cost, effective coverage in Eastern Ohio, Western Pennsylvania and Northern West Virginia.

West Virginia Broadcasting Corp.

Hawley Building
WHEELING, W. Va.

Representatives
J. H. McGILLVRA
485 Madison Ave., New York
JOHN KETTLEWELL
Palmolive Bldg., Chicago

Columbia Station

5,000 WATTS
WWVA
1160 KILOCYCLES

AGENCIES AND REPRESENTATIVES

C. L. SLEININGER, vice president of Free & Sleininger Inc., radio station representatives, left Chicago Sept. 13 on a four-week tour of West Coast stations represented by them. He will visit KOIN, Portland; KOL, Seattle; KVI, Tacoma; KFWB, Los Angeles, and Free & Sleininger offices in San Francisco and Los Angeles. Mrs. Sleininger will accompany him.

BOWMAN - DEUTE - CUMMINGS Inc., San Francisco, has moved to larger offices in the Matson Bldg. Clifford Gessler is being transferred from the Honolulu offices of the agency to San Francisco, assuming his duties Sept. 23.

GERALD J. NORTON has resigned as account executive at KJBS, San Francisco, and established a radio advertising agency at 1626 Russ Building, under his own name.

J. H. McKEE, director of radio for Cecil, Warwick & Cecil Inc., New York, is in Los Angeles making arrangements for the presentation of the Grace Moore broadcasts sponsored by the Vick Chemical Co., which resumes Sept. 16 on an NBC-WEAF network.

WPFB, Hattiesburg, Miss., has named Aerial Publicizing Inc., New York, as its representative in New York area.

• • Exclusive • •
JOHN BLAIR & CO.
Station Representatives
NEW YORK CHICAGO DETROIT SAN FRANCISCO

OFFICIAL YANKEE—Gov. James M. Curley, of Massachusetts, designates Yankee Network stations as the state's official radio medium. Here he is placing a bronze duplicate of the Seal of Massachusetts on the entrance to Yankee headquarters in Boston. The ceremony was broadcast over five Yankee stations.

C. A. BURPEE, for four years auditor with Freeman Lang sound studios, Hollywood, late in August resigned, and joined the staff of the Walter Biddick Co., Los Angeles station representatives, in a similar capacity.

FURGASON & ASTON Inc., Chicago radio station representatives, have established a branch office in Detroit under the management of S. M. Aston. Offices are at 810 Stephenson Bldg. Eleven stations in the East and Southeast are represented by the organization.

CALVIN KUHL, head of the radio department of Lord & Thomas, Los Angeles office, is the father of a girl, Ann Grey, born early in September.

ARTHUR KUDNER Inc. will be located in the new International Building (Rockefeller Center), 6:30 Fifth Ave., New York, on Oct. 1.

DWIGHT S. REED, formerly with Batten, Barton, Durstine & Osborn Inc., and prior to that with Critchfield & Co., has been added to the Chicago sales staff of William G. Rambeau Co., station representatives, Mr. Rambeau announced Sept. 11.

F. WALLIS ARMSTRONG Co. Inc., Philadelphia, has opened a New York office at 444 Madison Ave. to service the Campbell soup radio accounts. Henry F. Hayward will be in charge.

C. L. SLEININGER, secretary-treasurer of Free & Sleininger Inc., radio station representatives, left Chicago Sept. 13 on a four-week tour of West Coast stations represented by them. He will visit KOIN, Portland; KOL, Seattle; KVI, Tacoma; KFWB, Los Angeles, and Free & Sleininger Offices in San Francisco and Los Angeles. Mrs. Sleininger will accompany him.

HARRY BERCOVITCH has been promoted from the publicity department to director of radio of J. Stirling Getchell, New York, succeeding Tom Everett.

DAVID BROWN has resigned from the radio department of McCann-Erickson Inc., New York.

LAWRENCE HOLCOMB has resigned as director of radio for Fletcher & Ellis Inc., New York, to become continuity chief of NBC's Chicago office Sept. 16. Jerry Cady will succeed him, having served as assistant radio director for the last two years.

MARION PARSONNET, in charge of radio for Lennen & Mitchell Inc., New York, has left for the West Coast to supervise the new Eddie Cantor show for Pebeco which starts on CBS Sunday, Oct. 6.

GEORGE COREY has joined the radio department of Lord & Thomas, New York. He will work on radio continuities. Mr. Corey formerly was connected with the publicity department of J. Walter Thompson Co., New York.

VANCE C. WOODCOX, formerly director of advertising and sales promotion for Kelvinator Corp., Detroit (refrigerators), and more recently with Montgomery Ward & Co., Chicago, has been named to manage the Detroit office of Geyer, Cornell & Newell Inc., New York. The Detroit office will service the Kelvinator account.

T. L. CHRYST has been appointed director of publicity for Geyer, Cornell & Newell Inc., New York. He was formerly with Brooke, Smith and French Inc., Detroit.

A. M. LEWIS has been promoted to director of media for Benton and Bowles Inc., New York, succeeding Mr. King who resigned to join A. H. Kudner Inc., New York. Mr. Lewis was formerly newspaper space buyer for Benton & Bowles Inc.

WILLIAM D. EDOUARDE has been named head of the radio department of AW-Advertising Inc., New York.

Summer's Here and Fall is Close Behind

BEFORE many days have passed desirable radio time will be at a premium because of the coming avalanche of fall and winter schedules.

Wise advertisers are placing their business now . . . braving the summer heat to assure their programs choice positions during the profitable season.

WHAS

Owned and operated by
The Courier-Journal and The Louisville Times

50,000 WATTS
NATIONALLY CLEARED CHANNEL

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

Mr. Hart Johnston
The Wander Company,
Chicago, Ill.

Dear Mr. Johnston:

You've had experience with them . . . stations that don't and stations that DO a job. The bad and the good alike have glowing stories to tell. WSOC wants to prove its merit. It IS a sales producer and profit maker, but you may WONDER until you let it prove what it can and will do for WANDER! That's why we urge you to ask NBC to add WSOC . . . IMMEDIATELY!

WSOC
Charlotte, N. C.

RADIO ADVERTISERS

WINE INSTITUTE, San Francisco (wines), has appointed James Houlihan Inc., San Francisco, as advertising counsellor. An intensive merchandising program for California wines in states where alcoholic beverages can be legally sold is being planned and radio is being considered along with other media.

PONTIAC MOTOR Co., Pontiac, Mich. (autos), makes up lists in September and October, including radio. Agency: MacManus, John & Adams Inc., Detroit. Appropriations: $2,000,000.

M. LYON & Co., Kansas City (raw furs), using radio, makes up lists in September. Agency: Ferry-Hanly Adv. Co., Kansas City.

ARMOUR & Co., Chicago (food), makes up lists in September. Agency: Lord & Thomas, Chicago.

SHACKLETON INHALOR Co., Grand Rapids, Mich. (inhalant), has retained Martin Inc., Detroit agency, to handle advertising.

OAKITE PRODUCTS Inc., New York (cleaning compounds), makes up lists in October and November, including radio. Agency: Calkins & Holden Inc., N. Y.

JOHN H. WOODBURY Inc., Cincinnati (cosmetics), radio user, makes up lists in October. Agency: Lennen & Mitchell Inc., N. Y.

UNITED STATES STEEL Corp., New York, contemplating an advertising campaign, has named Batten, Barton, Durstine & Osborn Inc., New York, as its agency.

GULF REFINING Co., Pittsburgh (oil products), is placing its radio advertising through Young & Rubicam Inc., New York.

WILSON & Co. Inc., Chicago (meat products etc.), has placed its advertising with Erwin, Wasey & Co., Chicago.

MANTLE LAMP Co. of AMERICA, Chicago (Aladdin lamps), is advertising through Presba, Fellers & Presba Inc., Chicago.

BONCILLA LABORATORIES Inc., Indianapolis (cosmetics etc.), has placed its account with Brandt Adv. Co., Chicago.

E. GRIFFITH HUGHES Inc., Rochester, N. Y. (Kruschen Salts) has placed its account with Redfield-Johnstone Inc., N. Y.

HOLSUM BREAD Co., Morgantown, W. Va., is advertising thru Bakers Consulting Bureau, South Bend, Ind.

AMERICAN CLINICAL LABORATORIES Inc., New York (Retardo tablets), places advertising through Lowey Adv. Agency, New York.

DISCS TO MOVIES
Hollywood Scouts Quick to Sign Transcription Talent

HAVING found radio a fertile field for development of motion picture talent, Hollywood scouts are now showing a keen interest in recorded program stars, according to Standard Radio Inc., transcription library service producers. Many hitherto unknown artists, performing for transcription productions, are being picked up by movie scouts, it was pointed out.

Among the Standard Radio artists contracted for talkie productions are Betty Jane Rhodes, 14-year-old singer, signed by Paramount; Uptowners quartet, heard in the Walt Disney Silly Symphonies; Carol Lee, singer, and "Sons of the Pioneers", who are doing short subjects.

NASH MOTORS Co., Kenosha, Wis. (motor cars), has appointed J. Walter Thompson Co., Chicago, to handle advertising of its Nash line. This agency has serviced the advertising for Lafayette car, made by the firm, for the last two years, and all Nash advertising is now in the hands of this agency.

CUBBISON CRACKER Co. Inc., Los Angeles (Melba toast) is advertising through Dana, Jones Co., Los Angeles.

A. J. KRANK Co., St. Paul (cosmetics, Balm Argenta) has placed its Balm Argenta account with Mitchell-Faust Adv. Co., Chicago, with David Inc., St. Paul, handling cosmetics.

PANDICULATOR Co., Cleveland (home exerciser) is advertising through Carpenter Adv. Co., Cleveland.

B. T. BABBITT Inc., New York (cleanser) is advertising West of Buffalo for Bab-O through Blackett-Sample-Hummert Inc., New York, with Peck Adv. Agency handling the rest of its account.

McCOY PRODUCTS Inc., New York (cod liver oil tablets) is advertising its cod liver oil tablets through Benson & Dall Inc., Chicago, Clark-Jacobs Inc., New York, handles Vannay reducing tablets.

KGIR
BUTTE
JOE McGILLVRA
Eastern Representative

Joins Benton & Bowles

Mr. Cope

DONALD N. COPE, for more than a year and a half NBC Western division production manager in San Francisco, has resigned, effective Oct. 1, to join the radio department of Benton & Bowles Inc., New York. Mr. Cope is well known in Pacific Coast radio, having joined NBC's Western division production department four and a half years ago, coming from KSL, Salt Lake City. He has been in radio since 1924 as artist, continuity writer, producer, salesman and technician. As NBC western division production manager he supervises the production of the *Carefree Carnival* and other outstanding transcontinental programs. His brother, Frank Cope, is program manager of KJBS, San Francisco.

FRUIT INDUSTRIES Ltd., Los Angeles, has placed its West Coast advertising with Emil Brisacher & Staff, Los Angeles, with Fletcher & Ellis Inc., New York, handling grape products advertising.

PISO Co., Warren, Pa. (proprietary) has placed its account with Aitkin-Kynett Co., Philadelphia.

LOS ANGELES SOAP CO., Los Angeles (White King Soap), is using one-minute announcements, six weekly, on KQW, San Jose, Cal., in a six week test campaign through Barnes-Chase Co., Los Angeles.

For Your

Test

Campaign—

the Combined Markets of

DALLAS

and

FORT WORTH

"Sales Management" Surveys Show:

1. Leading advertising executives rank Dallas among the nation's three best test markets.
2. Per capita retail sales figures substantiate Dallas' advantages as a test city, again ranking it among the leaders.
3. Dallas and Fort Worth both have per capita retail sales well above the National average.

BOTH Cities are *Local* Markets for—

WFAA-WBAP

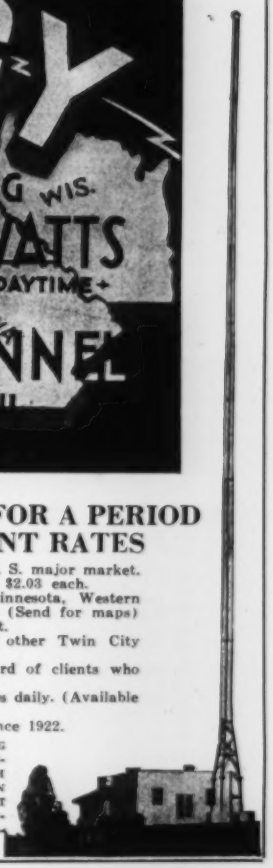
50,000 Watts — 800 Kilocycles
National Broadcasting Co.
Texas Quality Network

CONTRACTS ACCEPTABLE FOR A PERIOD *of* ONE YEAR AT PRESENT RATES

Lowest time rate for equal wattage in *any* U. S. major market.
One hundred word announcements as low as $2.03 each.
Mail returns show complete coverage in Minnesota, Western Wisconsin, Northern Iowa, Eastern Dakotas. (Send for maps)
Our signal strength second in the Northwest.
We carry more local advertising than any other Twin City Station.
No other Twin City Station equals our record of clients who have broadcast continuously.
International News Service broadcast five times daily. (Available for sponsorship)
Owned and operated by same management since 1922.

WDGY
Minneapolis, Minnesota

NEW SELF-SUPPORTING TRUSCON STEEL VERTICAL RADIATOR. HIGH FIDELITY WESTERN ELECTRIC EQUIPMENT THROUGHOUT. WESTERN ELECTRIC TURNTABLES.



WBNX

MARKS THE SPOT

MILESTONES ON WBNX

FIRST — Increased space—additional studios.

SECOND — High Fidelity Speech Input Equipment.

NOW! — NEW 190 FOOT ¼ WAVE ANTENNA!!!

These events show why WBNX gives you the New York market intimately, intelligently and inexpensively!

WBNX — New York *Write For Booklet "Market Coverage"*

THE
GREAT
BRIGHT SPOT
MARKET

o

Syracuse pays more
U. S. taxes than
any one of 22
states.

In Syracuse it's

not how BIG but how GOOD
WSYR

PROGRAM NOTES

KOMO, Seattle, keyed to a Washington State hookup Sept. 4 the opening broadcast of the *Silk Sifted Symphonists*, with Jules Buffano, noted Pacific Coast orchestra leader, making his first network appearance. Twenty stage and screen artists, new to radio, took part. Other stations on the network were KHQ, Spokane; KPQ, Wenatchee; KVOS, Bellingham. The sponsor is Centennial Flouring Mills Co., Seattle. Botsford, Contantine & Gardner, Seattle, is the agency.

WFIL, Philadelphia, will receive the benefit of two sponsors for one program when Adams Clothes, local clothing store, starts sponsorship Sept. 30 for a year of six 10-minute news broadcasts per week. The *Philadelphia Daily News* continues to receive a credit, WFIL receiving advertising space in the newspaper commensurate with its card rate. The clothing firm also gets a commercial credit. Harry Feigenbaum Adv. Service, Philadelphia, is the Adams agency.

WPTF, Raleigh, N. C., has entered the fourth year with its *Children's Birthday Party*, sponsored by Durham Life Insurance Co. Birthdates of children from 1 to 15 are announced each day, between phonograph records, stories and entertainment by children who visit the studio. Gordon Meriwether acts the role of "Old Man Happy".

RADIO STATION REPRESENTATIVES
WALTER BIDDICK CO.
568 Chamber of Commerce Bldg., Los Angeles
1358 Russ Bldg., San Francisco, California
1038 Exchange Bldg., Seattle, Washington
619 Charles Bldg., Denver

Associated Music Publishers Planning New Disc Library for Radio Stations

A NEW transcription library service to the broadcasting industry is sought in current negotiations between Associated Music Publishers Inc. and Electrical Research Products Inc., the latter a Western Electric recording adjunct, it was declared Sept. 11 by AMP.

The negotiations involve completion of a contract with ERPI under which AMP, a subsidiary of the North American Co., big public utility holding company, would be authorized to license its recorded library, now totaling more than 50 hours, to broadcasting stations. At present, it is understood, ERPI has an exclusive arrangement with World Broadcasting System for the sale of transcriptions recorded under its patents.

The AMP transcription library, featuring well-known bands, artists and grand opera stars, was recorded earlier this year in preparation for the introduction of wired radio by that company's subsidiary, Wired Radio Inc. Plans for introduction of the latter, an entertainment service designed to become competitive with "ether" broadcasting,, however, are moving slowly and AMP has in mind the sale of its recorded library until such time as it may get its own wire project under way.

Present plans, it was learned, include sale of the AMP library service, which are vertical or hill-and-dale recordings, to stations on a non-exclusive basis. Preliminary negotiations, contingent upon successful completion of the ERPI arrangement, are in progress with the Yankee Network in New England, for the complete library, it was learned. At the outset AMP plans to offer a library of 50 recorded hours and will guarantee additional transcriptions embracing 1½ playing hours per month. When a minimum of 50 stations are acquired, the size of the basic library will be increased, under the plan. Recordings are to be made on a new disc material called Vinolite, said to have a quieter surface.

Contracts will be offered for one year only, since, when and if Wired Radio gets under way in particular territories, AMP will want the transcription service for its own subsidiary. Arrangements with Music Publishers Protective Association on performing rights and payment of recording and performance fees already have been completed, AMP said.

No plans have been made to invade the "tailor-made" transcription field for production of programs for sponsors themselves.

L'ITALIA, San Francisco, largest daily Italian newspaper in the West, on Aug. 14 started sponsorship of a Wednesday night *Italian-American Amateur Hour* over KROW, Oakland, Cal., with Signor Renato Gelsi-Medeot as master-of-ceremonies. A variety of prizes are awarded. Since inauguration of the program, more than 50,000 letters have been received from listeners. Each letter counts as a vote for some amateur. The broadcast is from KROW's San Francisco studios.

WBT, Charlotte, N. C., aired a recent tobacco auction at Lake City, S. C., 175 miles away, the first time one of these weird mumbo-jumbos has been aired. Remote set-ups were arranged at four warehouses, which sponsored the time. The chantings of the auctioneers were picked up with a microphone mounted on a little wagon.

WHBC, Canton, O., sold many of the exhibitors at the Stark County Fair four to six spots in connection with its broadcast from a model studio at the fair grounds. The studio was a prominent feature, with large crowds watching the broadcasts. The fair board paid line expenses and a furniture store furnished the studio.

TWO HIGHLIGHTS of the broadcasts of WHO, Des Moines, at the Iowa State Fair were the rooster crowing and barkers' contests. The shouting derby, technically known as the *Battle of the Barkers*, brought before the microphone those wordy gentlemen whose startling vocabularies and dynamic personalities lure the public into the glittering side-shows of Midway. After abandoning an original plan to place black caps over the roosters' heads, then removing them to create the illusion of dawn and produce the crowing, it was decided to squeeze the much annoyed fowls. Results were most gratifying, with authentic barnyard music going over the air.

A NEW book review program on WBNX, New York, is designed to inspire appreciation of good literature instead of being confined to the best-seller list. Philip Blackburn, author, and editor, is the reviewer.

A SERIES of juvenile educational programs has been started by WGAR, Cleveland, by John F. Patt, general manager, in response to appeals from officials of the Parent-Teachers Association. Two periods are being presented under the direction of Miss Ida Smith, formerly of WMCA, New York, and Wayne Mack, WGAR dramatic director. The programs are *Children's Saturday Theatre* and *Jolly Juvenile Minstrels*, presented on alternate Saturday mornings.

FOR the first time in its 11 years on the air, the WLS *National Barn Dance* program was staged away from Chicago when the entire crew of 66 broadcast from the state fair at Springfield, Ill. The complete five-hour performance, including the *Alka-Seltzer Hour* on an NBC-WJZ network. Some 12,000 paid to watch the program, with thousands turned away.

"Plug" Kendrick says:

"Fidelity? The listeners of Indianapolis, more than 2 to 1, give the best rating* to . . . . WIRE"

*In an impartial survey, 69.3% of listeners said WIRE gives the best reception

FORMERLY WKBF IN INDIANAPOLIS

D. E. "Plug" Kendrick, V.P. & Gen. Mgr.

Affiliated NBC Station

National Advertising Representatives:
PAUL H. RAYMER CO., New York – Chicago – San Francisco

16
Sponsored
Programs Now
More Than
5 Years Old
Same Sponsors
Same Times
KGEZ
Box 1 Kalispell, Montana

195% INCREASE
IN BUSINESS IN
AUGUST — REASON
— RESULTS
WLBC - Muncie

WGST, Atlanta, has started another amateur contest, with two winners each week awarded a week's engagement at the local Loew theatre. The first 13-week series was sponsored by Haverty Furniture Co. Another local furniture company, Carroll, is also using 45 minutes daily on WGST.

TINY RENIER, production manager of KMOX, St. Louis, has planned a novel audition for a client. He will produce a complete minstrel show—end men and everything—to be auditioned before a live audience of invited guests. It is intended to give a genuine "gay nineties" atmosphere.

A BIT of the old Wild West was brought to life by KOIL, Omaha, at the Iowa Rodeo. KOIL carried twice daily programs from the fair grounds for the four days of the meet. From an observation booth in the grand stand, Paul Luther painted a picture of the performances. Al Bates, chief operator, set up an extensive system of lines to get the program on the air.

WHIO, Dayton, is presenting a series of cooperative programs on business conditions in that region with the Miami Business Review supervising. Twice a month Miami University, Oxford, O., is presented. The talks are interpretative and avoid controversial matters and forecasting.

KSFO, San Francisco, had the exclusive broadcasting rights to the Pacific Coast outboard motor boat races, Sept. 7-9. The races, run on Lake Merritt in Oakland, were "picked up" through an elaborate remote set-up, through the facilities of the Oakland studio of KSFO. Bob Dumm, station's sports announcer, was assisted by officials of the regatta.

A JUVENILE negro act *Pin & Willie*, on WGAR, Cleveland, will be sponsored starting Oct. 15. The program is described as an adolescent edition of *Amos 'n' Andy*. Roles are taken by two negro boys from the Cleveland Settlement Theatre.

Gannon With Kudner

WITH the splitup of Erwin, Wasey & Co. and Arthur Kudner, its chairman, who is organizing a new agency under the name of Arthur Kudner Inc., the latter agency will take over Charles Gannon as director of radio. Lewis Amis, Mr. Gannon's assistant at Erwin, Wasey & Co., becomes that agency's radio director. Mr. Gannon will continue working on the McFadden radio account. His assistant will be Eric Barnow. Arthur Kudner Inc. begins its independent operations Oct. 1, with headquarters in the International Bldg., Rockefeller Center, New York.

World Series Pending

WORLD SERIES baseball games next month may go unsponsored this year, it was indicated as BROADCASTING went to press Sept. 13. Ford Motor Co., which sponsored the series last year by paying $100,000 for the broadcasting rights, has made no plans for sponsorship this year, according to N. W. Ayer & Son Inc., New York, the Ford agency. No other negotiations are in progress, so far as known, primarily because of the difficulty of time clearance.

New Educational Series Is Sponsored by Squibb

SPONSORED by E. R. Squibb & Sons, drug manufacturers, in cooperation with World Peaceways, of New York, a series featuring statesmen, educators and concert artists will begin Sept. 10 over a 51-station CBS network 9:30 to 10 p. m. (EDST). It is designed to promote "realistic thinking about peace", said World Peaceways, a non-profit and non-political organization. Squibb will use institutional copy primarily. The account is handled by Geyer, Cornell & Newell Inc., New York.

The first broadcast will feature Senator Borah and Lucrezia Bori, with skit from the play "Journey's End". Howard Barlow and symphony orchestra will provide musical support with Deems Taylor as m. c. Others to appear include Senator Nye, Alfred E. Smith, Dr. Glenn Frank, and William A. Green. Guest soloists will include Jascha Heifetz, Edward Johnson, Grete Stueckgold, George Gershwin, Richard Crooks, Albert Spalding, Lotte Lehmann and Richard Bonelli. Among writers to contribute are Sidney Howard, Humphrey Cobb, Fannie Hurst, Rupert Hughes, Zoe Akins, Maxwell Anderson, Zona Gale, F. Scott Fitzgerald, John Erskine, Heywood Broun and S. S. Van Dine.

OUR "INTER-CITY" CONNECTION

Gives Us

★★★★ "FIVE STAR FINAL"

★★★★ "GOOD-WILL COURT"

★★★★ "CATHEDRAL of the UNDERWORLD"

★★★★ "TODAY'S WINNERS"

★★★★ "STREET FORUM"

and many other 4 Star Features for our steadily increasing audience.

WMEX

1500 kc — 250 w L.S. — 100 w N.

HOTEL MANGER — BOSTON

In America's Fourth Market

Tel. CAPitol 7560—Teletype Bos. 157

KMBC FIRST!

ADVERTISER'S STUDY SHOWS KMBC HAS DOUBLE NEAREST COMPETITOR'S AUDIENCE

Client Accepts Station's Challenge to Pay for Survey if Competition has more listeners

Answering the recent challenge of **KMBC** to pay for a listener study if competition showed bigger audience, an agency (name on request) made a study of all Kansas City radio stations. The study revealed, on the period surveyed, that **KMBC had double the audience of any competing station.**

Write for FACTS!

1000 Watts Night 5000 Watts Day

KMBC FREE & STEININGER, Inc. NATIONAL REPRESENTATIVES

"Local Color" SELLS

★You can't match the intimacy of a second-frontier station like WAAT with anything else in broadcasting. Dude schedule makers too often skip the fascinating grip which it holds on its geographically "small town" and suburban audience. Those on our client-list know better. Somehow broadcasters just naturally turn hard-boiled with a station like WAAT. Mere sentiment could never keep these friendships so long. Cash-dollar business does.

WAAT grew to what it is — on the astonishing response it gets for its users. Operating daytime only, WAAT has a vast following all its own — in the rich cosmopolis of Newark, Jersey City, Hoboken, West New York, Passaic, Bayonne, Union City, Elizabeth, Hackensack, the Oranges and Montclair. Over 2,250,000 people are in its primary reach. 87.1% of the area's homes are radio homes (largest ratio in the Union). Uncharged for, you get a jumbo bonus in New York City, Brooklyn, Staten Island, Long Island and Westchester. Rates are more than moderate.

Full details and success examples on request.

CASE HISTORY 16 Manufacturer establishes 2710 new customers after 41 spot announcements.

CASE HISTORY 21 National spot advertiser found WAAT produced the lowest cost per inquiry in the New York Metropolitan area.

CASE HISTORY 38 Local retailer using WAAT exclusively increased average *monthly* dollar volume by $5,000.00 during 1935.

940 KC WAAT

JERSEY CITY & SUBURBS

WKY Sells for its advertisers by persistently selling itself!

● What a window washer thinks about perched 28 floors above the street makes good listening. Just one of the stunts in WKY's series of unusual broadcasts.

BECAUSE WKY never lets up selling itself, there's never a let-up in its pulling power for advertisers.

Alert showmanship keeps WKY sold to Oklahoma and holds the largest, most attentive, most responsive radio audience in the state.

With WKY's trained and experienced staff to create and produce programs of special local appeal, and with WKY's ability to deliver them into more of the 177,700 radio homes in this area than any other Oklahoma station, WKY advertisers can depend on getting response fully proportionate to the sales possibilities of this market.

Let WKY analyze your Oklahoma selling problem and suggest a broadcast plan that will click at the box office.

WKY

Oklahoma City

Affiliated with the Daily Oklahoman, the Times and the Farmer-Stockman.

●

Representative:

E. KATZ SPECIAL ADVERTISING AGENCY

STUDIO NOTES

WJIM, Lansing, Mich., celebrated its first anniversary late in August with a two-hour program with 4000 attending the event and another 6000 trying to get in, although a circus was in town that evening. Gov. Frank D. Fitzgerald, of Michigan, and Mayor Max Templeton, of Lansing, among the speakers, praised Harold F. Gross, manager, and the WJIM staff for the year's progress. Congratulatory telegrams were received from Leo Fitzpatrick, manager of WJR, Detroit, and NAB president; M. A. Hollinshead, of Campbell-Ewald Inc., Detroit; C. L. McCuen, president of Olds Motor Works, Lansing; Don Bates, president of Reo Motor Car Co., Lansing; U. S. Senator A. H. Vandenburg; George W. Trendle and H. Allen Campbell, of WXYZ, Detroit; Jefferson Webb, manager of WWJ, Detroit; W. Wright Gedge, manager of WMBC, Detroit, attended the broadcast, which was followed by a party at the Hotel Olds.

WLBC, Muncie, Ind., on Sept. 1 adopted a new program policy, eliminating the use of phonograph records.

KSFO, San Francisco, has purchased four new RCA transcription turntables, two for its main studios and two for the auxiliary studios in Oakland.

Get Business in Montana
Use—
KGIR
Only Station in Butte
Montana's Largest City

FAST ANNOUNCING—Leo Bolley, sports announcer of WFBL, Syracuse (left) broadcast from a racing car travelling between 85 and 100 miles an hour during the New York State Fair Races at Syracuse. Leo described his sensations in roaring around a dirt race track in the car of Fred Frame (left) winner of the Indianapolis race in 1932, during the time tests, with Bob Aller, WFBL engineer, at the controls.

KNX, Hollywood, held a preview Aug. 30 for its new studios at Sunset Blvd. and N. Gordon St. for sponsors, agencies, civic leaders, and other invited guests. A few days later, without ceremony or announcement, the transmitter connection was switched to the new location.

WINS, New York, claims to be the leading news broadcaster in the metropolitan area, carrying six such programs every day. The latest is *Teletype of the Air*, using two voices, one for headlines and the other for news.

WEEI, Boston, has installed an audition room and is located in new sales offices on the eighth floor of the Edison Bldg., with air conditioning and latest engineering equipment.

A RADIO baseball league has been organized among San Francisco stations, orchestras, press agents, and radio news editors. Already entered in the series of competitions are KFRC and NBC with the former smothering the network "all-stars" under a barrage of base hits by a score of 24 to 7. In addition to KFRC and NBC, teams in the field include, KSFO, KYA, Eddie Fitzpatrick's "tooters"; Paul Pendarvis' "base-hitters" and Griff William's "shut-outers", the latter three teams consist of orchestras heard on the air. Radio editor and press agents have joined forces in organizing their team. Games are played weekly at Funston Park, San Francisco, the baseball stronghold of "sand-lot" amateurs.

BENNIE WALKER, editor of NBC *Woman's Magazine of the Air*, upheld the honor of the radio profession in the Salmon Derby held at Elliott Bay, Washington, Sept. 1. The only radio personality entered in the Derby, Walker finished in eleventh place and brought back to San Francisco an outboard motor and an expensive rod and reel, which he won as prizes. He caught a salmon weighing 18 pounds, 15 ounces. More than 200 persons were entered in the Derby, which was broadcast over NBC.

WOR, Newark, has acquired more than two complete floors at 1440 Broadway for its New York City business offices. A reception room is being decorated in the modern mode and offices will be completely rearranged. Sales offices are being expanded, as well as MBS offices.

WMAZ, Macon, Ga., has issued an illustrated brochure depicting market data on its Central Georgia coverage. Facts on program service, equipment and advertisers are included in the publication, as well as a complete breakdown of county business and population in its area.

WFIL, Philadelphia, has installed a speaker's studio in the Benjamin Franklin Hotel. It was formally dedicated Sept. 2 by Gov. George H. Earle in the first of a series of three speeches over a state-wide network, keyed from WFIL.

WCKY, Cincinnati, is taking bids on a new 600-foot wooden tower, with two short-wave antennae, expected to quadruple the power of the station's present 5,000-watt signal. Announcement has just been made by L. B. Wilson, WCKY president, that plans for the new tower have been approved. It will replace the present twin steel structures, and will be the tallest wooden radio tower in America.

WDGY, Minneapolis, with its increase in power, is installing new Western Electric equipment from control room to antenna. The new Truscon steel mast is said to be the slenderest of its height in the country.

The
HOTEL
AMBASSADOR
PARK AVENUE AT 51st STREET
NEW YORK CITY
Offers to visitors...A truly fine hotel...A distinguished address ...A convenient location. Large luxurious single rooms from $5... double rooms from $7...suites $10

WJAY

Cleveland
610 Kilocycles
An Independent Station with
BIG Coverage
in Ohio

Scripps-Howard Enters Radio Field

(Continued from page 5)

Washington Daily News, Evansville (Ind.) *Press, Indianapolis Times, Covington* (Ky.) *Post, Albuquerque* (N. M.) *Tribune, New York World-Telegram, Buffalo Times, Akron Times-Press, Cincinnati Post, Cleveland Press, Columbus Citizen, Toledo News-Bee, Youngstown Telegram, Oklahoma City News, Pittsburgh Press, Memphis Press-Scimitar, Knoxville News-Sentinel, El Paso* (Tex.) *Herald-Post, Fort Worth Press,* and *Houston Press.*

Disclosure of the Scripps-Howard move threw definite light on the reason for Mr. Bickel's recent resignation as president of the UP, a post he had held since 1923. He was succeeded by Hugh Baillie, executive vice president, but remained as a director.

Mr. Bickel added in his statement to BROADCASTING: "We are frank in admitting that we are freshmen in the broadcasting end of the newspaper business. We acquired WCPO for exactly that reason. It is one of the oldest, if not the oldest, stations in Cincinnati. Cincinnati is one of the most interesting radio cities in the United States. It is the home of four other splendid stations, including WLW, the world's highest-powered station, all of whom are excellently operated by men whose capacity for sound and talented management has often been demonstrated. It will be a real privilege for us to work with them and widen our experience in this field.

"Scripps-Howard's purchase of WCPO most emphatically does not mean that Scripps-Howard is planning any extensive investment in the broadcasting industry. It does not mean that Scripps-Howard is considering a station in each of the 24 Scripps-Howard cities. It does not mean that Scripps-Howard is planning a transcontinental radio chain system of its own. It does mean that we feel that there are possibilities in radio for the development of a closer and more intimate contact between the readers of Scripps-Howard newspapers and the men and women who produce the papers. We feel that we should give these possibilities careful study and hope that we may find ways and means of increasing the effectiveness and value of both of these great instruments for social advancement."

Mr. Bickel, who began his newspaper career as a reporter of the *San Francisco Daily News* in 1906, joined the UP in that city the following year and won rapid promotion, serving as its business manager from 1916 to 1922, its general manager in 1923 and its president since that year. He became greatly interested in broadcasting a decade ago and was one of its champions when the newspaper-radio controversy was fanned to white heat only a few years ago. About five years ago he wrote a book on broadcasting, peering into its future as a journalistic medium. The book was titled *New Empires* and precipitated something of a furore by its admissions of the journalistic powers of radio.

Much of the growth of the UP organization, which was a second-rate press association a score of years ago, is attributed to the leadership and resourcefulness of Mr. Bickel. It now ranks as the world's largest international press association, privately controlled, serving clients in all portions of the world. Since the UP began sale of its news report to broadcasting stations last May it has acquired a radio clientele of approximately 50, including many of the country's leading stations. Opening of the UP news to stations was fathered by Mr. Bickel for several years.

Mr. Hanrahan also is a newspaperman of prominence who has turned to radio. Still in his early thirties he served as acting managing editor and promotion manager of the *Register-Tribune* for several years, and then became the executive in charge of radio about three years ago. For the last six months he has been stationed in the East handling business contracts both for the newspaper and the three stations. He left the *Register-Tribune* organization, effective Sept. 1, on which date he had completed nine years of continuous service.

TRANSCRIPTIONS

STANDARD RADIO Inc., Hollywood and Chicago, has completed *Sons of the Pioneers*, augmenting its library with this group of 102 units, to be released in mid-September on new semi-flexible stock which is said to minimize surface noise and lengthen life of discs. New stations signed for the Standard Program Library Service are WSAZ, Huntington, W. Va.; WTBO, Cumberland, Md.; WLBC, Muncie, Ind.; WSBT and WFAM, South Bend, Ind.; KERN, Bakersfield, Cal.; CFCN, Calgary, Alta.

RADIO PRODUCTIONS Inc., Hollywood, has completed several of the 12 quarter-hour series of transcriptions it will syndicate to stations under the label of *Quality Network Programs*, reports Kasper-Gordon Studios, Boston, which has been appointed exclusive U. S. and Canadian distributors of the new programs. The programs already recorded are *The Girl Friend, Tales of the Foreign Legion, McCoy-Meudle Agency* and *Hollywood Cinderella.*

J. C. (Jim) MORGAN, production manager of KSFO, San Francisco, has written a 15-minute, 65-episode serial *Mad Madigans*, which is being cut by Audisk Corp., San Francisco transcription producer. The serial will be syndicated to stations for sustainings and resale to sponsors.

H. C. CONNETTE, production manager for MacGregor & Sollie Inc., San Francisco transcription producers, has returned to his desk after an illness.

G. O. SEBREE, for several years sales manager of Earnshaw-Young Inc., Los Angeles transcription firm, resigned in September to take a long vacation in Tahiti.

THE SOBY YARDSTICK OF AUDIENCE VALUE
Impartial and comparable data about the size and location of the audience of radio programs and stations.
Write for information and prices.
BENJAMIN SOBY AND ASSOCIATES
1023 Wallace Ave. Wilkinsburg, Pa.

WTAR
NORFOLK, VIRGINIA
COMPLETE NBC SERVICE
EDWARD PETRY & CO. National Representatives

KVI
SEATTLE
TACOMA
COVERING THE TACOMA SEATTLE MARKETS
FREE & SLEININGER INC. National Representatives
Sell Tacoma-Seattle economically with KVI
KVI's transmitter is located midway between Tacoma and Seattle, which gives two markets at the price of one.
1000 watts 570 kc.
Pioneer CBS Station in the Pacific Northwest

Here's Why
NEBRASKA
belongs on your
Spot Radio Advertising Schedule

1. Nebraskans enjoy larger incomes than the folks of most other states!
2. Few other states rank so high in so many leading crops as Nebraska! It is . . .

FIRST in cattle production, per farm
FIRST or Second in per capita farm production
SECOND in sugar beet production
THIRD in corn yield
THIRD in wheat yield
THIRD in hogs and beef cattle
FOURTH in butter

Reach these big earners with Spot Radio Advertising — more effectively — at slight cost. Cover the state — or any section. For ample proof of quick, profitable results, write to the Association office, or any individual station shown below.

MISSOURI VALLEY BROADCASTING ASSN.
Omaha, Nebraska

WOW Omaha, Nebr.
KOIL Omaha, Nebr., and Co. Bluffs, Ia.
KFAB Omaha, Nebr., and Lincoln, Nebr.
KFOR Lincoln, Nebr.
KGBZ York, Nebr.
KGFW Kearney, Nebr.
WJAG Norfolk, Nebr.
KMMJ Clay Center, Nebr.
KGNF North Platte, Nebr.

A Lasting Advertising Medium at No Increase In Rates!

THE contents of the 1936 YEAR BOOK will make it a ready reference throughout the year, for agency executives, radio advertisers, station executives, and others interested in the business of broadcasting . . . It will be the most complete compilation of factual information and trade statistics of radio advertising ever produced.

EVERY progressive concern associated with the business of broadcasting will find it a profitable investment to advertise in the YEAR BOOK . . . It will be a lasting medium for their advertising messages.

There Will Be No Increase In Rates

Single insertion rates are: Full page, $160; three-quarter page, $125; half page, $90; quarter page, $50. Contract rates apply for longer term advertisers.

The Year Book Will Be Published On or About February 15, 1936

THE YEAR BOOK will be sent without added cost to all subscribers to BROADCASTING. Copies to non-subscribers and extra copies will be $2.00.

Final Advertising Forms Close December 15, 1935

MAKE YOUR SPACE RESERVATION TODAY!

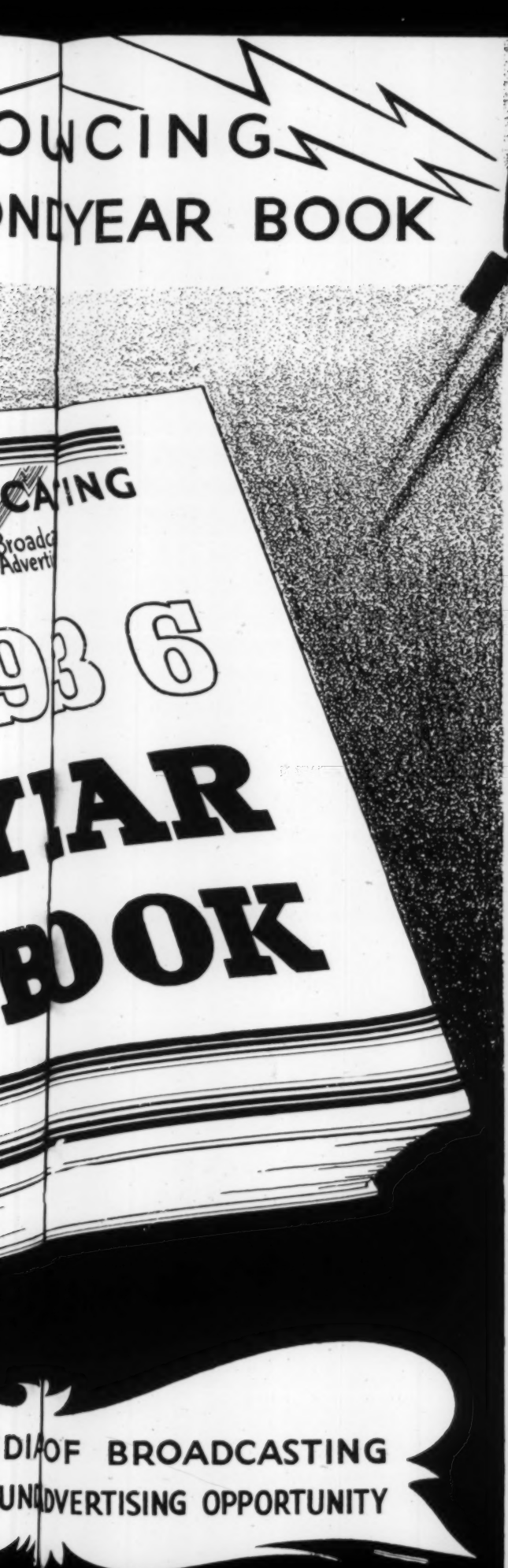
•

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BLDG. WASHINGTON, D. C.

ANNOU
OUR SECOND

THE ENCYCLOPEDIA OF
. . . THE YEAR-ROUND DVE



Questionnaires for Data
for the
1936 Year Book of Radio Advertising

. . . are now being mailed for the purpose of correcting and completing this compendium of information covering the year in the business of broadcasting.

The Cooperation of

Advertising Agencies
Radio Advertisers
Program Producers
Broadcasting Stations
Equipment Manufacturers
Transcription Producers
National and Regional Networks

. . . in replying promptly to our questionnaires will be appreciated by the editors of this important edition, who are beginning thus early to gather material for a bigger and better reference book that will be of year-round value to everyone connected with radio.

WE GRATEFULLY ACKNOWLEDGE the enthusiastic reception accorded our first Year Book Edition (1935) and assure our subscribers that the next Year Book will be even more comprehensive, including many new directory features. Your cooperation is needed to maintain it as thoroughly accurate as possible.

Radio's Only Annual Directory

. . . will again be completely indexed to serve as a ready reference for radio account executives, advertising managers, station operators and others seeking quick and accurate information.

Final Editorial Forms Close December 15, 1935

PLEASE FILL OUT AND RETURN OUR QUESTIONNAIRES PROMPTLY!

•

BROADCASTING
Broadcast Advertising

NATIONAL PRESS BLDG. WASHINGTON, D. C.

Spearman Opens Offices

PAUL D. P. SPEARMAN, who resigned as general counsel of the FCC June 30 to resume private practice of law, has opened offices in the National Press Building in a practice of his own. Upon leaving the FCC he became associated with the law firm of Littlepage & Littlepage, but as of Sept. 1 left that firm.

30 MINUTES ON KFRO

Pulled 1200 Replies
For
LeSage Chevrolet
Longview, Texas
Let us Produce for You
KFRO
"Voice of Longview"
Longview, Texas

AUDITION DE LUXE

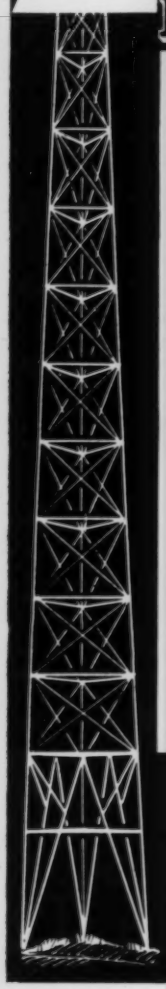
Realistic Show With Hollywood Setting for Gilmore Oil

HOLLYWOOD atmosphere prevailed Sept. 4 at an audition for Gilmore Oil Co., Los Angeles, staged at the Freeman Lang studios by Earnshaw Radio Productions. Staff executives were grouped in the audition room while some 400 minor executives saw the program on the stage.

Banners of the potential sponsor were streamed inside and outside the building and printed programs were provided, as well as special parking space. The building entrance, with kleig lights, was decorated in the form of a South Sea hut with colored warriors standing guard. Hallways were trimmed in bamboo fencing and synthetic grass floor.

The program titled *The Lion Hunters*, is a series of comic opera episodes in the South Seas, with George Sidney and Charlie Murray (Cohen & Kelly) taking the leads. Harry A. Earnshaw wrote and directed the program, with 50 persons appearing in the cast. Lindsay MacHarrie, formerly production chief of KHJ, Los Angeles, is stage manager.

DIRECTED RADIATION



Up-to-the-minute broadcasters are recognizing the value of DIRECTED RADIATION. Two important advantages may be gained —

1. The effective signal strength may be increased over the area of densest listener population.
2. Authorization for power increases may be obtained by limiting the radiation over small angles toward stations assigned to the same channel.

DIRECTIONAL RADIATION systems installed by the COLLINS RADIO COMPANY are superior in several respects:

- phase and current relations are definitely established
- delays in tower tuning units and transmission lines are precisely accounted for
- the difference in velocity of propagation over concentric lines from the value for free space is not overlooked
- lines are properly terminated for highest efficiency

Correspondence from broadcasters will receive the benefit of the best engineering advice on the subject.

Collins
Radio Company
CEDAR RAPIDS IOWA, U. S. A.
New York
11 West 42nd St.
Mexico City
Edificio "La Nacional"

Associated Oil in West

(*Continued from page 11*)

ing to the greatest audience of them all — Joe Public and family.

It costs money to broadcast these games. It represents a tremendous investment in time and effort on the part of Associated. And it must pay dividends to Associated to enable the company to continue year after year. But in handling these broadcasts we try to minimize the commercial part. Some months ago much comment was created when a network announced that henceforth commercial announcements would be limited to 10% of the program time at night and 15% during the day. Compared to this, our use of time is extremely modest — with announcements during a three-hour sport broadcast totaling less than five minutes. That is less than 3% of the time used for commercials.

And we believe this is the best policy. For Associated has learned without question that sports lovers are good sports. They are appreciative. They "play ball with Associated", and that's all we can ask.

Preparing and presenting the most elaborate of musical programs is "duck soup" compared with Associated's football job. Last year 356,000 fans in 11 Western states took the trouble to go to a "Smiling Associated Dealer" and express their appreciation of the broadcasts. Those 356,000 persons and hundreds of thousands more were pleased by the broadcasts. Think of the work involved to satisfy that tremendous and critical audience! Every team in the West has its supporters in every part of the West. Every listener has his favorite station that he wants to hear his favorite team on. Every fan has his favorite announcer. Trying to give all of these fans the games they want, over the stations they want, and with the announcer they want, is a real task.

And once the schedule is arranged for the football season, there is still the job of clearing 900 hours' time for more than 300 individual station broadcasts and making countless other necessary arrangements.

Naturally, the phase of sportcasting most open to general criticism, good and bad, is the actual announcing itself. The fan sitting by his radio little realizes the problems of the announcer. We have to keep tab on some 22 announcers for football alone. I have learned that some sportcasters are born, others are made; some are ex-football players who have learned announcing, others are announcers who have learned football. The announcers are under constant check by Associated. I have often sat in the stands watching the game, at the same time listening in to the announcer through a headset. Each announcer has his attention called to weak spots in his work.

In most stadiums, the announcer sits in the top row of the stands. He is aided by an observer, technicians, field observers, field microphones for color noises. He is hampered often by weather — fog that hides the players and makes quick identification impossible, rain that wipes out guide lines and obscures player numerals. And during some crucial moment, depend upon it that some excited spectator will stand up and block the announcer's view. And when the game is over and voice is gone, he then has to take the blame for everything that has gone wrong, sometimes even to be blamed for some rabid rooter's favorite team being defeated.

The strictest kind of rules regarding commercials during a sportcast are enforced by Associated to avoid resentment. There are no "plugs" during the action of the game, and no effort is made to tie advertising into the action, except in connection with going to the games. Commercials are scheduled at the rate of three to a quarter, a total of 12 to the game. Eight of these are regular commercials, averaging 31 seconds each. Four are Associated identification announcements, averaging only 5 seconds each. That's how, in a three-hour broadcast, the listener hears less than five minutes of advertising.

Associated makes less advertising and more entertainment pay dividends. It makes hundreds of thousands of friends each year—appreciative, loyal friends who "Play Ball With Associated".

BUTTE has money to spend - Get your share by using
KGIR

Californians Organize

FOLLOWING several conferences between executives of the Northern California Broadcasters' Association and those from Southern California stations, plans to form a state-wide organization of broadcasters are rapidly being completed. Incorporation papers, a constitution and by-laws are being prepared for approval, and will be ready within the next ten days. The organization will be non-profit. It is being formed to combat unfavorable legislation and to solve other problems of common interest to California stations. Contact committee includes Guy C. Hamilton, KFBK, Sacramento, chairman; A. H. Green, KGDM, Stockton, and Ralph R. Brunton, owner of KJBS, San Francisco, and KQW, San Jose.

What a Market!

In Milwaukee, factory payrolls are up 67% over two years ago—car sales are up 68% over a year ago—home building is booming! There is new business to be had in this good market and WTMJ can get it for you.

WTMJ
The MILWAUKEE JOURNAL
EDWARD PETRY & CO., Inc.

WLW Denies Censoring Strike News; Rep. Fish Withdraws KOA Charge

THE BUGABOO of censorship again cropped into the news during the last fortnight, with WLW, Cincinnati, accused of ordering all strike news eliminated from its news broadcasts and KOA, Denver, charged with attempting to censor a speech by Rep. Hamilton Fish Jr., New York Republican, in which he attacked the Roosevelt administration.

Charges against WLW were made by the American Civil Liberties Union, and promptly denied by John Clark, WLW manager. The Union alleged the WLW staff had received an order never to make reference to strikes in any broadcast, and forwarded the charge to the FCC, which declined to take action, to President Green of the A. F. of L., and to various members of Congress.

Mr. Clark produced logs to show that "our news broadcasts are not suppressed in any respect," the logs revealing that news of every strike incident of national importance had been carried. It was revealed in the press releases of the Civil Liberties Union that Miss Minna F. Kassner, New York attorney, was conducting a survey of radio censorship for the Union.

Rep. Fish blew hot against KOA despite the fact that his speech was delivered as he prepared it. He later retracted his charge against the station, but not until it had received much publicity in the Denver newspapers.

Broecker to WIRE

Mr. Broecker

ARTHUR C. BROECKER, for the last 12 years local display manager of the *Indianapolis Star*, has been named sales manager of WIRE, Indianapolis, it was announced Sept. 9 by D. E. (Plug) Kendrick, vice president and general manager. He will have charge of contacting and servicing local accounts, with supervision over the five salesmen and three merchandising men now on the WIRE staff. Before joining WIRE, Mr. Broecker had been with the advertising department of the *Indianapolis Star* for 15 years. His previous experience covered sales work in Illinois, Ohio and Indiana.

Two Join Petry

APPOINTMENT of two new members to the New York staff of Edward Petry & Co., station representatives, was announced Sept. 5 by Edward Petry, president. Walter V. Bennett, for five years sales manager of the Butterick Publishing Co., for nearly a decade national representative for the New York *Evening Journal*, and for several years an account executive of Federal Advertising Agency, has been added to the sales division. Miss Constance Peters has joined the Petry organization as head of the Research Department. She resigned as manager of KTHS, Hot Springs, to accept the new post.

WHBC Enlarges Staff

NOW operating 13 hours daily, WHBC, Canton, O., has enlarged its staff and C. W. Hayes, manager, is devoting his entire time to the station. Additions to the staff include Ralph Bruce, commercial manager; J. E. O'Toole, program director; Harry Royale, continuity; George Beebout, chief announcer; Kenneth Sliker, chief engineer. Transradio News service is to begin Sept. 16. Studios and offices will be remodeled and a new antenna will be installed upon completion of a new transmitter.

"PIERRE ANDRE," racehorse named after the well known announcer of WGN, Chicago, came through on long odds recently and enabled the WGN staff to clean up.

WANTED!

● A NATIONAL REPRESENTATIVE—one who SELLS, instead of hunting "gravy" commissions, one who knows that non-network stations DO have listeners aplenty,—one who isn't afraid to buck agency line-of-least-resistance prejudice,—one willing to profit from results.

● The station? — WNBR, Memphis, Tenn., — Mid-South Coverage — Best dollar for dollar value in territory — the station with news, local interest programs, sports, personality, — in addition to a lot of popular entertainment. We don't expect many applications,—there aren't many such national representatives.

Memphis Broadcasting Co.

WNBR Memphis, Tenn.

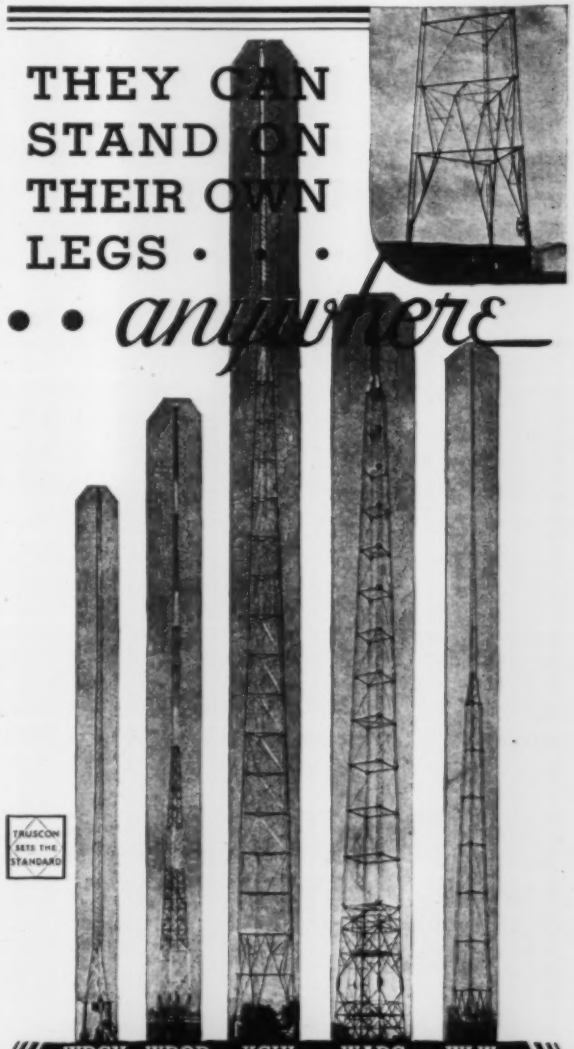
18 HOURS!

Full-time every day in the year. Only full-time station in Tulsa and northeastern Oklahoma.

KTUL

United Press news. Standard Library Service and N. B. C. "Thesaurus". When it's new it's on KTUL.

TULSA


THEY CAN STAND ON THEIR OWN LEGS • • •
• • anywhere
TRUSCON SETS THE STANDARD
WDGY 229 ft.
WDOD 320 ft.
KGHL 556 ft.
WADC 350 ft.
WLW 322 ft.

TRUSCON SELF-SUPPORTING VERTICAL RADIATORS

are correctly designed—are soundly engineered—and

GIVE GREATER COVERAGE WITH NO INCREASE IN POWER INPUT

From the Atlantic to the Rockies — from Minnesota to Texas . . . that's where you will find Truscon self-supporting Vertical Radiators "standing on their own legs" serving the industry. Truscon offers co-operation to radio engineers and consultants.

TRUSCON STEEL COMPANY
YOUNGSTOWN OHIO

IF WE HAD A TWO-PAGE SPREAD

it would all boil down to this . . .

Our off-the-air recordings and Electrical Transcriptions that we produce under Dyer patents (Frank L. Dyer, creator of long-playing Talking Books for the blind, for which Congress appropriated $250,000) are the best in America.

●

RADIO AND FILM METHODS CORP.

101 PARK AVENUE
NEW YORK, N. Y.

WASHINGTON, D. C., OFFICE
NATIONAL PRESS BLDG.

FRANK L. DYER • Chairman-of-the-Board
A. RALPH STEINBERG • President

P. S.
SOUND SLIDE FILM PRODUCTIONS, TOO.

ANPA Sells Advertising Short

(Continued from page 10)

compute, on the basis of the Gallup method or some similar system, how much gross newspaper circulation would have to be bought to achieve the same actual reading of a given advertisement, and how much more it would cost than the average of $8,052 presented by the ANPA.

It is interesting to note that though the average cost per 1,000 listeners is estimated as being $7.30 by the ANPA, figures from newspaper sources such as *Editor and Publisher* indicate that newspaper cost per 1,000 actual readers of advertisements ranges from $12.08 to $23.72.

Proof of the Pudding

THE PROOF of the pudding, in advertising, is in the selling. During the first half of 1935, radio advertising gained 17.9% over the corresponding period of 1934, while newspaper lineage gained only 5%. This tells more than any survey, for business men use advertising only if it produces.

There also is interesting evidence and unconscious humor in the recent *Editor and Publisher* injunction (a radical departure from its editorial policy of many years) not to overlook any opportunities to buy radio stations if any became available, and in the general march of newspapers into the station field.

Let's Be Constructive

ANALYSES and recriminations such as the preceding are largely useless. What is needed in all advertising is a constructive approach and an end to childishness such as that exhibited in the ANPA publication. People only buy goods and services because they have utility, not because other competing brands are deficient. Newspaper advertising, or radio for that matter, only can be sold by pointing out its basic advantages. Newspapers are a good medium, for certain purposes and under certain conditions. So is radio. What is needed is the sale of advertising and of competing media on their merits, not the demerits of their competitors.

This is particularly necessary in face of the attacks which have been made on advertising in recent months, especially by certain groups. Two years ago the Advertising Federation of America passed a resolution recommending to its membership that the promotion of advertising as a useful and constructive force in the business community should be its principal concern. It is high time advertising media, and the press in particular, heed this injunction.

Coughlin Resumes Nov. 3

FATHER Charles E. Coughlin, Detroit "radio priest", is making definite arrangements to resume his Sunday afternoon one-hour broadcasts, starting Nov. 3. The same independent network previously hooked up plus an extension that will embrace certain Pacific Coast stations is contemplated in the tentative plans, the contracts with stations calling for a minimum of 26 weeks with a likely extension to 52 weeks in view of the 1936 national conventions and elections.

Dance Fee Compromised

DIFFICULTIES which have made it necessary for the networks to pick-up dance bands from remote locations for their sustaining dance music have been settled. The trouble lies in the demand of the New York musicians for a $3 levy for every member of an orchestra broadcasting, the hotel association in New York refusing almost 100% to pay. The compromise calls for $1 a man instead of the $3 as originally demanded, this money to be used to help unemployed musicians. The agreement goes into effect Monday, Sept. 16.

Federal Ad Control

(Continued from page 7)

vention in Colorado Springs last July.

The two networks are the first units in the broadcasting industry to affiliate themselves with the Proprietary Association, composed of the manufacturers of 80% of the packaged drug products marketed. A year ago the organization set up an advertising preview committee to voluntarily control the advertising of its members, and this committee is said to have scrutinized nearly $50,000,000 worth of advertising copy for manufacturers, advertising agencies and media of all types.

This statement was issued by MBS and by Yankee Network executives:

To serve our listeners as well as our clients, we believe that serious attention must be given to the problem of commercial announcements, especially those referring to drug products and cosmetics.

We have observed the work that has been done by the Proprietary Association's Advisory Committee on Advertising in its efforts to improve advertising standards in the packaged medicine field and we believe this organization has already had a far-reaching influence in curbing unwarranted claims and generally improving the tone of advertising.

Through its Scientific Section, composed of recognized authorities and scientists, the association has facilities for testing products as to their therapeutic value and its advisory committee works harmoniously with government agencies.

We appreciate our responsibility to the radio audience and we are definitely in favor of advertising control that is reasonable and fair to the radio listener and the advertiser. We believe that information coming to us from such an authentic source as the advisory committee will aid us to make fair decisions regarding advertising of products in this field.

Without exception — a remarkable advertising value

KGVO

MISSOULA MONTANA

Average Spendable Money per capita, $642.00

WFIL adelphia

Only Philadelphia outlet for N. B. C. Basic Blue Network

560 Kilocycles 1000 Watts

PSST... OUR CIRCULATION MANAGER COLLECTS AUTOGRAPHS

. . . and he wants yours in his collection

Please enter my subscription to BROADCASTING, including the 1935 YEARBOOK Edition. Check is enclosed.

AUTOGRAPH HERE

☐ $3.00 for ONE YEAR—

☐ $5.00 for TWO YEARS or for Two ONE-YEAR subscriptions.

☐ $10 for FIVE ONE-YEAR subscriptions.

Canadian and Foreign Subscriptions $4.00 per year.

Name _____

Address _____

City _____

State _____

Firm Name _____

Your Position _____

BROADCASTING
Broadcast Advertising

National Press Bldg.
Washington, D. C.

Chamber Music Contest Is Sponsored by NBC

PRIZES for original chamber music by American composers will be awarded by NBC, M. H. Aylesworth, president, announced Sept. 3 in a special broadcast. The NBC Music Guild Awards for 1936 will be open to American composers, native or naturalized, and to foreign-born residents in the United States or possessions, if they have received first citizenship papers. The awards will be $1,000, $500 and $250.

In an NBC Music Guild program Mr. Aylesworth explained that the growing demand for symphonic, opera and chamber music created by radio had led to the creation Oct. 1, 1934, of the guild to bring lesser-known masterworks into the American home. All works to be entered in the contest must be received by NBC Music Guild Awards Committee, 30 Rockefeller Plaza, New York, by Feb. 29, 1936. Seven judges, under the chairmanship of Frank Black, NBC general music director, will make the awards. The six other members have not yet been named. Dr. Carl Engel, honorary consultant of the music division of the Library of Congress, said the growth in appreciation of chamber music is reassuring proof that in music as in all other matters, the imperishable standard of quality will prevail.

IRA KOGER, special continuity writer for WCSC, Charleston, S. C., at 21 is a member of the South Carolina Legislature and is said to be one of the youngest elected legislators in the world.

Tom Murray

TOM MURRAY, 60, bewhiskered stage veteran, known as the "father of Los Angeles hill billies", died in North Hollywood Aug. 28. He had been ill for a year. Mr. Murray was cooriginator of the original *Beverly Hill Billies* at KMPC, later head of the *KTM Ranch Boys* and other similar radio groups. For some 25 years Mr. Murray did a blackface act in vaudeville circuits and then entered the films. He was with the Charley Chaplin company four years, and his last silent picture was the "Gold Rush".

Two Kolynos Series

AMERICAN HOME PRODUCTS Corp., New York (Kolynos toothpaste), will inaugurate another series of programs beginning Monday, Sept. 30, 8-8:30 p. m., on the NBC-WEAF basic network once a week. Ted Hammerstein, descendant of Oscar Hammerstein, will present a musical program of old and new favorites, the program to be titled *Hammerstein's Music Hall*. Kolynos also began a new series of programs over WGN, Chicago, Monday, Sept. 2, 12:15-12:30 p. m., five days a week, a dramatic quarter-hour titled *Rich Man's Darling*. Blackett - Sample - Hummert Inc., New York, is the agency.

GENERAL BAKING Co., New York (Bond bread) on Sept. 30 adds WHAM, WIBX and WGR to the *Terry & Ted* quarter-hour disc series, five nights weekly. Batten, Barton, Durstine & Osborn Inc., New York, is the agency.

FTC

Being Used by More and More

BROADCASTERS

Strictly on Merit!

Federal Telegraph Company Tube F-353-A Half Wave Rectifier (interchangeable with UV-872 and UV-872-A). Made under Federal Company owned patents.

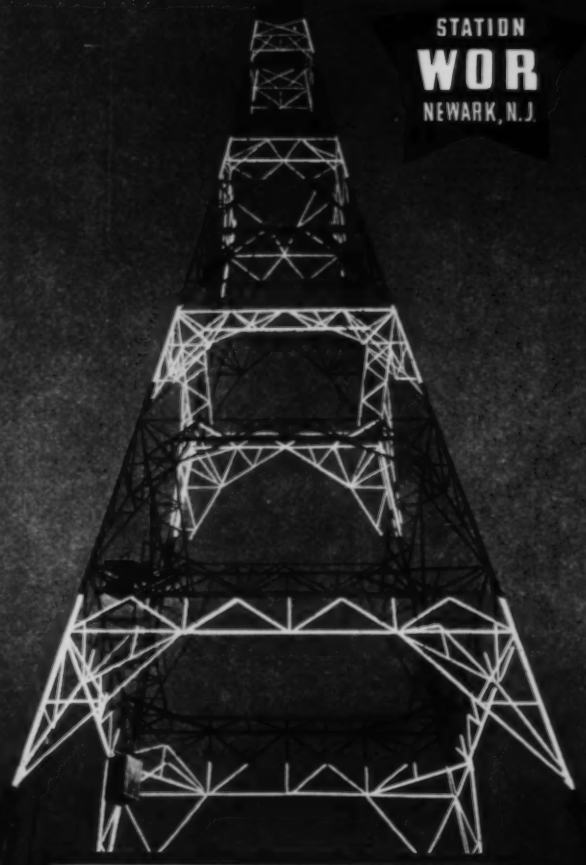
- F-353-A, half wave rectifier illustrated at left, is just one of a long line of Federal Telegraph Company tubes being used by more and more broadcasters strictly on merit.
- Complete shielding of mercury vapor rectifiers has resulted in improved operating efficiency. A special filament core material insures permanency of the oxide coating and prevents flaking.
- Satisfactory performance, long life expectancy and economy in operation—these are the ultimate in any rectifier tube. Federal Telegraph Company has combined all three to a remarkable degree. Write for catalog.

Federal Telegraph Company

200 Mt. Pleasant Avenue, Newark, N. J.

Affiliated with: International Telephone and Telegraph Corporation

"DIRECTED" BROADCASTING *with* BLAW-KNOX VERTICAL RADIATORS....



Using Blaw-Knox Vertical Radiators, Station WOR directs its waves to territories having large mass population thus giving their clients the most effective coverage that is possible.

May we send you our recommendations and approximate prices on Blaw-Knox Radiators to increase the effectiveness of your own coverage. There are now 446 Blaw-Knox Vertical Radiators in use.

BLAW-KNOX COMPANY

2038 Farmers Bank Bldg. Pittsburgh, Pa.

BLAW-KNOX

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION

(Broadcast Division)

AUGUST 29 TO SEPTEMBER 11, INCLUSIVE

Decisions . . .

SEPTEMBER 3

WRGA, Rome, Ga.—Granted license for CP 1500 kc 100 w N 250 w D unltd.

WDGY, Minneapolis — Granted license for CP 1180 kc 1 kw N 5 kw D ltd.

KVSO, Ardmore, Okla.—Granted license for CP 1210 kc 100 w D.

SPECIAL AUTHORIZATIONS—WMFD, Wilmington, N. C., granted temp. auth. operate without approved freq. monitor 10 days; WICC Bridgeport, Conn., granted extension temp. auth. unltd. (if WCAC remains silent); KUSD, Vermillion, S. D., granted extension spec. auth. remain silent Sept. 1-16; WTAW, College Station, Tex., granted temp. auth. spec. hours; WLBC, Muncie, Ind., granted temp. auth. simul.-WTRC spec. periods; WKBV, Richmond, Ind., granted temp. auth. spec. hours.

SET FOR HEARING—NEW, Carter & Wolfe, Mansfield, O., CP 1370 kc 50 w N 100 w unltd.; NEW, Philip J. Wiseman, Lewiston, Me., CP 1210 kc 100 w unltd.; NEW, Miles J. Hansen, Fresno, Cal., CP in docket amended to 1420 kc 100 w unltd.; NEW, Bell Brdcstg. Co., Temple, Tex. CP 1370 kc 100 w D; NEW, Wisconsin Brdcstg. Co., Oshkosh, Wis., CP 1310 kc 100 w N 250 w D unltd.

MISCELLANEOUS—KBTH, Jonesboro, Ark., denied spec. auth. spec. hours; WJJD, Chicago, suspended grant and set for hearing applic. move transmitter to Des Plains, Ill.; KFJM, Grand Forks, N. D., denied reconsideration and grant applic. change from 1370 to 1410 kc, increase from 100 w to 1 kw N 5 kw D (now in hearing docket); NEW, Cumberland Brdcstg. Co. Inc., Portland, Me., denied hearing on applic. 1210 kc 100 w before decision is rendered in cases involving 640 kc (this action applies to other applicants seeking station in Portland); KADA, Ada, Okla., denied reconsideration action setting for hearing applic. 100 w N unltd; KPCB, Seattle, granted modif. exp. auth. 500 w at location authorized under special grant.

ORAL ARGUMENT GRANTED — WQIM, St. Albans, Vt., (Ex. Rep. I-85).

ACTION ON EXAMINERS' REPORTS —KGFJ, Los Angeles, denied CP change equip., 1200 kc 100 w N 250 w D unltd., sustaining Walker (effective 10-15-35); KOOS, Marshfield, Ore., granted modif. CP from 1200 to 1390 kc 250 w D, sustaining Examiner Bramhall (effective 10-8-35); KSTP, St. Paul, denied modif. exp. auth. 25 kw N 1460 kc 25 kw unltd., reversing Examiner Walker (effective 9-24-35); WDRC, Hartford, Conn., granted modif. license from 1 kw 2½ kw LS to 1 kw 5 kw LS 1330 kc unltd., sustaining Examiner Hill (effective 10-8-35).

ACTION ON CASES HEARD BY COM. BROWN—KGFJ, Los Angeles, granted renewal 1200 kc 100 w unltd.; KFWB, Hollywood, granted renewal 950 kc 1 kw N 2½ kw D unltd., granted CP new equip., increase from 2½ to 5 kw D 950 kc 1 kw N unltd.; KMPC, Beverly Hills, Cal., granted renewal 710 kc 500 w ltd.; KRKD, Los Angeles, granted renewal license, also modif. CP extend completion; KIEV, Glendale, Cal., granted renewal license, modif. CP as modif. 850 kc 250 w D. (Com. Brown's recommendations sustained in all cases, effective 10-1-35).

RATIFICATIONS:

KFAB, Lincoln, Neb.—Granted temp. auth. pickup station (8-26).

WJEP Rochester N. Y.—Granted temp. auth. airplane freq. (8-27).

WDGY Minneapolis—Granted, extension program tests 30 days (8-28).

KIGA, St. Paul—Granted temp. auth. pickup station (8-28).

KPRC, Houston—Granted extension exp. auth. 5 kw to 3-1-36 (8-29).

WREC, Memphis — Granted extension exp. auth. added 500 w N & 1½ kw D to 3-1-36 (8-29).

WKRC, Cincinnati — Granted extension exp. auth. 1 kw direction to 3-1-36 (8-30).

SEPTEMBER 10

WFBR, Baltimore—Granted CP 250 w aux. transmitter.

NEW, Roy L. Albertson, Buffalo—Commission upon own motion reconsidered and granted CP heretofore set for hearing, 1370 kc 100 w N 260 w D S-WSVS.

WMBR, Jacksonville, Fla.—CP in hearing docket amended and granted auth. move transmitter locally, new equip., increase to 250 w D.

WAGF, Dothan, Ala. — Granted modif. CP change equip.

WMFR, High Point, N. C. — Granted modif. CP move transmitter & studio locally, change equip., extend completion.

WDAE, Tampa, Fla.—Granted extension exp. auth. additional 2½ kw to 4-1-36.

WCFL, Chicago—Granted license for CP as modif. move station locally, new equip., increase to 5 kw, also granted auth. measure operating power, granted CP move present main transmitter to York Twp., Ill., and use present transmitter as auxiliary.

WPEN, Philadelphia — Granted license aux. transmitter 920 kc 250 w.

KTRH, Houston—Granted extension exp. auth. 1290 kc 1 kw N 2½ kw D to 11-1-35.

WMT, Cedar Rapids—Granted extension spec. auth. additional 500 w N 1½ kw D to 3-1-36.

WTCN, Minneapolis—Granted auth. measure power.

WCOA, Pensacola, Fla.—Granted consent transfer control to News Journal Co.

SPECIAL AUTHORIZATIONS—WFLA-WSUN, Clearwater, Fla., granted temp. auth. use only one tower 250 w N 5 kw D pending construction.

SET FOR HEARING — NEW, Dean R. Richardson, Watertown, N. Y., CP 1340 kc 250 w unltd.; NEW, Steel City Brdcstg. Co., Pittsburgh, CP 1420 kc 100 w w N 250 w D unltd.; NEW, Tuscaloosa, Brdcstg Co., Tuscaloosa, Ala., CP 1370 kc 100 w D; NEW, Hunt Brdcstg. Assn., Greenville, Tex., CP 1310 kc 50 w D; NEW, A. W. Patterson, Chatanooga, CP in hearing docket amended re trans. site, change equip., change from 1200 to 1420 kc, from 100 w N & D to 100 w D; WCAZ, Carthage, Ill., CP new equip., increase from 100 to 250 w D, move transmitter; NEW, Farmers Educational & Cooperative Union of America, Bismarck, N. D., CP 550 kc 1 kw N 5 kw D asks facilities of KFYR; NEW, James H. Braffett, Price, U., CP 1420 kc 100 w unltd.; NEW, Royal Miller, Sacramento, CP 1210 kc 100 w D; NEW, Ralph E. Smith, San Diego, CP 1200 kc 100 w unltd.; NEW, C. W. Snider, Wichita Falls, Tex., CP 1500 kc 100 w unltd.; KGKO, Wichita Falls, Tex., CP new equip., move to Fort Worth, also auth. transfer control to Amon G. Carter; NEW, Whittle Furniture Co. Inc., Brunswick, Ga., CP 1200 kc 100 w unltd.; NEW, Empire Brdcstg. Co., Redding, Cal., CP in docket amended from 1370 to 1200 kc; WMFD, Wilmington, N. C., applic. modif. license from D to SH 6 a. m. to 9 p. m.; KOMO, Seattle, modif. license from 920 to 760 kc, facilities of KXA, to be heard by Broadcast Division 12-12-35.

ACTION ON EXAMINER'S REPORT—WIND, Gary, Ind., granted CP change equip., increase from 1 kw 2½ kw LS to 1 kw 5 kw LS 560 kc unltd., sustaining Examiner Dalberg.

ACTION ON CASE HEARD BY BROADCAST DIVISION — KFYR, Bismarck, N. D., denied renewal license on 550 kc 1 kw N 5 kw LS unltd., effective 10-29-35.

ORAL ARGUMENT GRANTED—To be heard 12-13-35 in re Ex. Rep. I-86 Wm. A. Schall, Omaha; Ex. Rep. I-87, W. R. Cramer & G. A. Anderson, d/b Omaha Brdcstg. Co., Omaha; Exp. Rep. I-88, Hewitt-Wood Radio Co. Inc., Binghamton, N. Y.

APPLICATIONS DENIED—NEW, Clinton Brdcstg. Corp., Clinton, S. C., applic. CP heretofore set for hearing was denied as in case of default.

MISCELLANEOUS—NEW, Head of the Lakes Brdcstg. Co., Virginia, Minn., denied petition to strike "request for oral argument and exceptions to Ex. Rep. I-78"; KTAT, Fort Worth, granted permission to withdraw and discuss exceptions to Ex. Rep. I-64 and to waive oral argument heretofore requested and granted; NEW, Jackson D. Magenau, Erie, Pa., dismissed at request of applic. his request new station 1370 kc 100 w unltd.; WRBL, Columbus, Ga., applic. for renewal of license reopened for further hearing before an examiner at Columbus; KID, Idaho Falls, Id., denied reconsideration and grant of applic. increase from 250 w to 500 w N, 500 w to 1 kw D, hearing set for 9-17-35.

RATIFICATIONS:

WFLA-WSUN, Clearwater, Fla.—Granted temp. auth. install and use WE 12-AAA transmitter in Tarr Bldg., Tampa, using 100 w for auxiliary pending restoration of service, 10 days (9-5).

WSUJ, Miami — Granted temp. auth. operate pickup station (9-3).

KMBC, Kansas City—Granted extension program test period (8-30).

WJEP, Rochester, N. Y.—Granted temp. auth. pickup station (9-4).

Examiners' Reports . . .

NEW, Hartford Brdcstg. Co. Inc., Hartford, Conn.; NEW, Worcester Brdcstg. Co. Inc., Worcester, Mass.; NEW, Hartford Times Inc., Hartford, Conn.—Examiner Dalberg recommended (I-97) that applications of Hartford Brdcstg. Co. Inc., for CP 1200 kc 100 w unltd., and Worcester Brdcstg. Co. Inc. for CP 1200 kc 100 w unltd. be denied; that application Hartford Times Inc. for CP 1200 kc 100 w be granted, daytime only.

WGES, Chicago—Examiner Hyde recommended (I-98) that applic. for renewal of license be granted.

WSBC, Chicago—Examiner Hyde recommended (I-99) that applic. for renewal of license be granted.

NEW, Oklahoma Press Pub. Co., Muskogee, Okla. — Examiner Bramhall recommended (I-100) that applic. CP 1500 kc 100 w unltd. be granted on condition applicant installs suitable antenna on site suitable to Commission.

KIEM, Eureka, Cal. — Examiner Seward recommended (I-101) that applic. CP change from 1210 to 1450 kc 500 w unltd. be granted.

KPPC, Pasadena, Cal.—Examiner Seward recommended (I-102) that applic. CP and modif. license from 1210 kc 50 w S-KFXM to 1210 kc 100 w N 250 w D be denied; that applic. increase to 100 w D & N S-KFXM be granted.

NEW, Pacific Acceptance Corp., San Diego — Examiner Seward recommended (I-103) that applic. CP 1200 kc 100 w be granted.

KGGC, San Francisco—Examiner Dalberg recommended (I-104) that applic. change license from spec. to unltd. be denied.

Applications . . .

AUGUST 29

WEAN, Providence, R. I.—CP new equip., increase from 500 w to 1 kw, move transmitter locally.

NEW, Benavides Independent School District, Benavides, Tex.—CP new station 1310 kc 50 w D, amended to 100 w.

KGFF, Shawnee, Okla.—CP new equip., increase from 100 w to 100 w 250 w D, move transmitter locally.

NEW, Herbert Hollister, no address—CP 1420 kc 100 w unltd.

KRLC, Lewiston, Id.—CP new equip., increase from 100 to 250 w, change from 1420 to 1390 kc.

KGHL, Billings, Mon.—Extension exp. auth. 780 kc.

KMO, Tacoma, Wash.—Modif. license from 250 to 500 w.

APPLICATIONS RETURNED—KGNF, North Platte, Neb., modif. license from D to spec.; NEW, Henry William Turkel, Los Angeles, CP relay station 1 kw.

AUGUST 30

WSPD, Toledo—License for CP as modif. new equip., increase power, move transmitter.

WAIM, Anderson, S. C.—CP change from 1200 to 590 kc, new equip., increase from 100 to 250 w 1 kw D, move transmitter from Anderson College.

WIS, Columbia, S. C.—Modif. CP as modif. move transmitter, change freq., change equip., increase power, asking extension completion date.

WCAE, Pittsburgh — Modif. CP new equip., increase D power, asking changes in equip.

WIRE, Indianapolis—CP change equip., increase from 500 w 1 kw D to 5 kw D & N, amended to 1 kw 5 kw D.

NEW, Central Brdcstg. Co., Eau Claire, Wis.—CP 1050 kc 250 w D (contingent grant of CP for WTAQ to move to Green Bay, Wis.)

KMMJ, Clay Center, Neb.—Vol. assign. license to Nebraska Brdcstg. Co.

WJAG, Norfolk, Neb.—Vol. assign. license to Nebraska Brdcstg. Co.

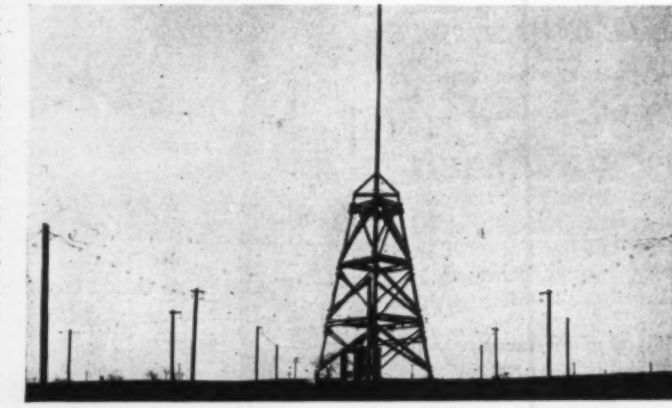
WLEZ, Norfolk, Neb.—Assign. license to Nebraska Brdcstg. Co.

KVI, Tacoma, Wash.—CP move trans. to King County, change equip., increase from 1 to 5 kw D, amended re site.

AUGUST 31

WREC, Memphis—Modif. CP change equip., move transmitter, increase power, directional antenna, asking extension commencement date.

KFRU, Columbia, Mo.—Auth. transfer control to Luther L. Hill.



YES! AN ANTENNA—Here is the counterpoise and one of the four antennas making the directional antenna system of Westinghouse's KYW, Philadelphia—another new departure in antenna design.

SAFETY has been the keynote in the construction and operation of the new Westinghouse KYW transmitter in Philadelphia, according to E. H. Gager, plant manager, and J. J. Michaels, chief operator of the station. The 10,000 watt equipment is housed in a room within a room, which can be entered only through two doors. These doors take the place of two bays in the main switchboard, opening either of these doors automatically disconnects and grounds all high voltage equipment. The various units of the transmitter are mounted in open racks in this room, the high voltage circuits not being screened or guarded in any way.

This method of operation is most satisfactory, the Westinghouse engineers state, as it prevents any operator from getting near high voltage circuits until after they have been disconnected and grounded. Since the station began operation in Philadelphia nearly a year ago, the maximum deviation of the transmitter has been 1 cycle, as against the 50 cycles plus or minus allowed under the regulations.

NEW, Fairbanks Brdcstg. Co., Fairbanks, Alaska—CP 1220 kc 250 w unltd.

KFOX, Long Beach, Cal.—Vol. assignment license to Hal Nichols Inc.

NEW, J. Laurance Martin, Tucumcari, N. M.—CP 1200 kc 100 w unltd., amended re equip., antenna.

KFBK, Sacramento—Modif. CP re transmitter site, change equip. & antenna, amended to omit request for antenna changes.

APPLICATIONS RETURNED—WGCM, Mississippi City, Miss., auth. transfer control to Sam Gates; KSAC, Manhattan, Kan., modif. license from 500 w 1 w D to 1 wk D & N.

SEPTEMBER 3

WNBC, New Britain, Conn. — Vol. assignment license to State Brdcstg. Corp.

WCAP, Asbury Park, N. J.—Modif. license from 500 w to 1 kw.

NEW, Times Dispatch Pub. Co. Inc., Richmond, Va.—CP 1500 kc 100 w unltd.

WROL, Knoxville — License for CP as modif. new equip., increase power.

WMFG, Hibbing, Minn.—License for CP as modif. new station 1210 kc 100 w unltd.

KPCB, Seattle — Modif. exp. auth. increase from 250 w to 500 w 750 kc.

SEPTEMBER 5

WKAQ, San Juan, P. R.—CP change antenna, move transmitter.

WNBX, Springfield, Vt. — Exp. auth. 1260 kc 1 kw LS at Dayton O. 9-1-35 to 4-1-36.

WMFD, Frederick, Md.—Modif. CP 900 kc 500 w D, change equip., approval transmitter 1¼ miles from Frederick, Gas House Pike.

NEW, Wilbur M. Havens, Chas. H. Woodward, Calomb B. Jones, Wilfred H. Wood, d/b Petersburg Brdcstg. Co., Petersburg, Va.—CP 880 kc 500 w D, asks facilities of WPHR.

NEW, Clarence Scharbauer, Midland, Tex.—CP 1200 kc 100 w D amended to 1420 kc.

NEW, J. B. Roberts, Gastonia, N. C.—CP 1420 kc 100 w unltd.

WTFI, Atlanta—CP move transmitter & studio locally.

KGFW, Kearney, Neb.—CP new equip., increase from 100 w to 100 w 250 w. D.

KWG, Stockton, Cal.—CP new equip.

KTFI, Twin Falls, Ida.—Extension exp. auth. 1 kw N.

KIT, Yakima, Wash.—Vol. assignment license to Valley Broadcasters Inc.

NEW, Howard N. Mitchell, Sacramento, Cal.—CP 1310 kc 100 w unltd.

KFBK, Sacramento, Cal. — Modif. CP change equip., change freq., increase power, move transmitter to W. Sacramento Reclamation District 900, extend completion, amended to omit antenna changes.

SEPTEMBER 6

WMFI, New Haven — Modif. CP new station 900 kc 500 w D asking extension of time.

KSD, St. Louis — Modif. CP increase power, change equip., asking further equip. changes, extension completion.

APPLICATIONS RETURNED — NEW, A. W. Hayes, Erie, Pa., CP 1270 kc 500 w N 1 kw D unltd.; NEW, Earle W. Brown, Elyria, O., CP 1500 kc 100 w D; NEW, Douglas G. Boozer, Brunswick, Ga., CP 1420 kc 100 w D; NEW, Magnolia Brdcstg. Co., Jackson, Miss., CP 1420 kc 100 w unltd.; NEW, Mrs. Norine Wilkerson, Newport, Ark., CP 500 w unltd.; NEW, Power Oil Co., Macon, Mo., CP 1370 kc 100 w; WEAN, Providence, R. I., modif. license from 500 w to 1 kw, amended to 1 kw D & N; WHAT, Philadelphia, modif. license re time sharing; WTEL, Philadelphia, CP 1230 kc 500 w unltd.; NEW, A. E. Hughes, d/b Valdosta Brdcstg. Co., Valdosta, Ga., CP 1500 kc 100 w D; NEW, Earl E. Rumbaugh, Danville, Ill., CP 1370 kc 100 w D; NEW, Marysville-Yuba Publishers Inc., Marysville, Cal., CP 1210 kc 100 w unltd.

SEPTEMBER 11

WFBE, Cincinnati—Vol. assignment license to Continental Radio Co.

NEW, Clyde E. Britton, Lima, O.—CP 950 kc 250 w D.

NEW, C. A. Rowley, Ashtabula, O.—CP 1200 kc 100 w D.

NEW, James R. Doss Jr., Tuscaloosa, Ala.—CP 1420 kc 100 w D amended to 1200 kc.

NEW, Jesse H. Jay, Miami Beach, Fla.—CP 1500 kc 100 w unltd.

KSAC, Manhattan, Kan.—Modif. license from 500 w 1 kw D to 1 kw D & N.

WEMP, Milwaukee—Modif. CP 1310 kc 100 w D, change equip.

KGNF, North Platte, Neb.—Modif. license from D to spec., amended re hours and asks 1 kw N.

WOC, Davenport, Ia.—Vol. assignment to Tri-City Brdcstg. Co.

WEHS, Cicero, Ill.—Modif. license from 100 to 250 w D.

WKBI, Cicero, Ill.—Modif. license from 100 to 250 w D.

KIUP, Durango, Col.—Modif. CP new station 1370 kc 100 w unltd., requesting equipment changes, move transmitter & studio to 2800 Main St.

Standard Radio Inc., Hollywood—Auth. transmit elec. transcription over CFCN and XEAW.

KINY, Juneau, Ala.—Modif. license to change name of owner to Edwin A. Kraft.

APPLICATIONS RETURNED—WPAX, Thomasville, Ga., license for CO change equip., increase from 100 to 250 w D; NEW, Lawrence B. Holzman, Atlanta, CP 590 kc 250 w N 500 w D unltd.; KEHE, Los Angeles, modif. license from S-KELW to unltd., asks facilities KELW.

Jolliffe Returns

DR. C. B. JOLLIFFE, chief engineer of the FCC, returned to his office in Washington Sept. 4 after a seven-week inspection of FCC field offices on the Pacific Coast and in the Midwest. Leaving Washington July 17, he visited the master frequency monitoring station at Grand Island, Neb., and the offices in Los Angeles, San Francisco, Portland, Seattle and St. Paul. He was accompanied by V. Ford Greaves, chief inspector, Western area, on the Coast inspection.

Railway Express Account

RAILWAY EXPRESS AGENCY Inc., New York, will launch a spot campaign once weekly over 12 metropolitan stations beginning Sept. 26. The discs, made by Jean V. Grombach Inc., New York, will be titled *The News Parade*. The sponsor will promote national express services. The time and days of the broadcasts will vary, but all programs will be broadcast during the evening hours. Contracts are for 13 weeks. The following stations will be used: WEEI, WOR, WHK, WMAQ, KMOX. WDSU, WFAA, WGST, KGO, KFI, KSTP, KOMO. Caples Co., New York, is the agency.

CBS Medal to Byrd

THE CBS Medal for Distinguished Contribution to Broadcasting will be awarded in a special broadcast over that network Sept. 25 to Rear Admiral Richard E. Byrd in recognition of his short wave relay broadcasts from Antartica which were sponsored by General Foods Inc. for Grape-Nuts. The medal has previously been awarded to only five other persons — Col. Charles A. Lindberg, Sir John Reith, director of the BBC, Amelia Earhart, Leopold Stokowski and Nino Martini.

WASEY PRODUCTS Inc., New York (C T C, Musterrole, Kreml, Zemo) has signed the *Voice of Experience* (Dr. S. Taylor) for another year on the air. He is heard over the CBS network five days weekly.

McKESSON & ROBBINS Inc., New York (drug products), will use participation time on the *Uncle Don* program of WOR, Newark, beginning Sept. 17, and each Tuesday thereafter. N. W. Ayer & Son Inc., New York, is the agency.

INSULATORS
for every
Broadcasting Requirement
LAPP INSULATOR CO., INC.
LeROY, NEW YORK

Radio Covers Flood

(*Continued from page 16*)

half-hour beginning at noon, Sept. 3, and was continued until that night at 8:10 when the force of the wind had destroyed the power lines serving WDAE's transmitter, at which time naturally no further broadcasting service could be rendered.

However, as many telephones were still in service, WDAE continued people on duty at the telephone practically all night giving latest reports to everyone calling in.

Gov. Sholtz, of Florida, quickly mobilized the Tampa unit of the 116th Field Artillery by broadcasting a call over WDAE.

Among heroes of the *Dixie* disaster was Henry Treger, transmitter engineer of WJZ, New York, who was taking a vacation cruise on the ship. When the vessel was blown onto French Reef, her transmitting antenna was carried away by the 130-mile hurricane. Treger and Third Officer Nillson climbed the ship's stack and rigged an emergency antenna to the bridge in the face of mountainous seas and the gale.

WFIL, Philadelphia, claims it kept several hours ahead of regular press association news by monitoring the short-wave transmitter of WIOD, Miami, which has call letters W4XB and operates on 6040 kc., and kept in contact with members of the Amateur Radio Relay League. Eye-witnesses accounts of the *Dixie's* dilemma came from the boat *Sue-J*, of Jessie Jay, manager of WIOD.

Mr. E. H. Rietzke, President of CREI and originator of the first thorough course in Practical Radio Engineering.

Enrollments Greatest in C.R.E.I. History!

Our one-year Residence Course and two-year evening course are already the biggest in our history. That is proof that radiomen appreciate the value of Technical Training. For those who are unable to attend the Residence School, our home study courses are comprehensive "boiled down" written lessons of residence work, specially prepared for individual study.

6000 sq. ft. devoted to "labs", shops, classrooms in our newly enlarged Residence School. To the home-study student this means our lessons are based on FACTS . . . and are constantly revised as we experiment in our OWN laboratories on our OWN equipment.

FREE! Write for 44-Page Illustrated Catalog

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ENGINEERING INSTITUTE
Dept. B-9
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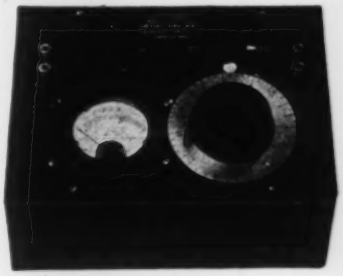
WASHINGTON, D. C.

For Routine Station Measurements



TO CHECK THE GAIN IN

Preamplifiers
Speech Amplifiers
Line Amplifiers
Repeaters

And the frequency characteristics of all amplifiers and lines associated with the station.

The General Radio Type 546-A Microvolter furnishes the means for a simple, reliable and accurate check on these important station characteristics.

The microvolter provides known output voltages continuously adjustable from 1 microvolt to 1 volt. The large dial, with its associated multiplier, is direct reading to an accuracy more than sufficient for all station requirements.

Check up on your amplifier and line gains regularly. You will be surprised at the improvement in the over-all efficiency of your station.

Type 546-A Microvolter—Price $70.00 (U. S. and Canada)

For complete details write for Circular P-122-B

General Radio Company

30 State Street Cambridge A, Mass.

Dill Arguing KVOS Case

FORMER U. S. Senator C. C. Dill, now a practicing attorney in Washington, was scheduled to appear before the U. S. Circuit Court of Appeals for the 9th district in Seattle Sept. 13 to argue the appeal of the Associated Press vs. KVOS, Bellingham, Wash. Senator Dill is of counsel for the defendant with Kenneth Davis, Seattle attorney and secretary of the Washington State Broadcasters Association. The case grows out of the Bellingham station's allegedly unauthorized use of AP news lifted from newspapers. John C. Bowen in federal district court previously had held for KVOS in a sweeping decision upholding radio's right to broadcast news after publication.

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Telephone Commonwealth 8512

W. P. Hilliard Co.
Radio Transmission Equipment
2106 Calumet Ave.
CHICAGO ILLINOIS

Story of FHA

(Continued from page 9)

supplied without cost, on a rotating schedule, to the various stations.

It has been said frequently that the greatest curse of government is the mass of figures and statistics which emanate from government bureaus. In a sense this criticism is not altogether justified. Figures *per se* have little or no meaning, but humanized figures are the most fascinating things devised by man. The weekly radio mail of FHA is intensely human. It comes from all types and classes of citizens, whose only common bond is that of a deep and heartfelt interest in their homes. Statistically speaking, one could say that so many programs have originated so much mail. The figures, if quoted here, would be astounding. But it is the definite feeling of the Administration that such figures are meaningless.

Rather, if all the programs presented during a given week resulted in only a handful of citizens knowing of and benefiting from the provisions of the National Housing Act, it would consider its radio activity worth while. Fortunately, that hypothetical handful is multiplied a million fold. The opportunities and responsibilities of the radio industry for doing public service are too vast to contemplate as a whole.

But in the case of at least one Federal agency it can truthfully be said that the radio industry has enthusiastically taken up its opportunities and the public is enthusiastically responding. Industry and government are products of the people—radio is more: It is now of the people, a fitting complement to the home. The facts of a year of HOMECASTING prove it.

WHEN the U. S. Coast Guard base at Gulfport, Miss., had an emergency call from a ship in distress, it broadcast a summons for the crew of the *Triton* over WGCM, Gulfport, and all were on the job within an hour.

FEATURES
On Transcriptions
Available to Stations and Agencies
Samples on Request
STANDARD
RADIO ADVERTISING CO.
Hollywood, Calif.

Hathaway Bakeries Spots

HATHAWAY BAKERIES Inc., Cambridge, Mass. (bread and pastries) began a series of 100-word announcements, twice a day, two days a week, over four New England stations. The series began the first week in September and will continue to Dec. 1. A different "Baker's Special" is promoted each week. The sponsor has used spot announcements for this same purpose in the past. The following stations are being used: WEEI, Boston; WBZ-WBZA, Boston-Springfield; WTAG, Rochester, and WEAN, Providence. J. Walter Thompson Co., New York, is the agency.

FHA on West Coast

LOS ANGELES district office of the FHA in August sent to stations south of the Tehachapi 115 spot announcements. The script was prepared by Mel Williamson, head of the radio division, with each announcement to home buyers limited to 50 words. Another radio activity has been the dramatization of actual cases in which the FHA loans have been made. Besides California stations broadcasting this series, KGMB, Honolulu, has taken ten. Col. William H. Evans, district supervisor for FHA, speaks weekly on all Los Angeles stations. Additional use of radio for FHA has included use of the SERA Orchestra on programs and a broadcast of announcements over police and sheriffs' radio stations.

COMPLETE
UNITED•PRESS
NEWS
COVERAGE

RCA
WORLD WIDE WIRELESS
FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SUBSIDIARY
66 BROAD STREET NEW YORK, N. Y.

Clothing Chain Conducts Intensive Five-day Drive

STAR OUTFITTING Co., one of the largest retail radio advertisers on the Pacific Coast, opening its San Francisco store Sept. 5, conducted an intensive five-day campaign using 50 announcements daily on eight Bay region stations, KFRC, KGO, KSFO, KJBS, KGGC, all in San Francisco; KLX, Oakland; KRE, Berkeley, Cal., and KQW, San Jose, Cal. Two quarter-hour broadcasts twice daily were also heard on KFRC, KSFO, KJBS, KGGC, KLX and KRE during the five day-campaign. Star Outfitting Co. has an option for 52 weeks on a one-hour continuous broadcast or eight 15-minute periods daily over KFRC, and also a 30-second announcement on a CBS Thursday afternoon sustraining program.

With stores in Los Angeles and Oakland, as well as San Francisco, the company uses radio almost exclusively. To supplement its present advertising campaign, plans call for the signing of yearly contracts for two quarter-hour periods daily with each of the following stations: KSFO, KJBS, KGGC and KLX. Account is handled jointly by the Allied Adv. Agencies, Los Angeles, and Gerald J. Norton Adv. Agency, San Francisco.

CLASSIFIED ADVERTISEMENTS

Classified advertisements in BROADCASTING cost 7c per word for each insertion. Cash must accompany order.
Forms close 25th and 10th of month preceding issues.

Help Wanted

Opening for successful commercial solicitor and announcer. Must be live wire and good announcer. None other need apply. Salary and commission. KMLB, Monroe, La.

Combination man operator-announcer-pianist. Give full details first letter. KGCX, Wolf Point, Montana.

Situations Wanted

Man 27, college education, first class telephone and telegraph license, steamship radio operating, telephone company and broadcast station experience, last employed transmitter operator, also control engineer 50,000 watt NBC key station, desires position anywhere. Box 374, BROADCASTING.

Young man with second-class telegraph license and first-class telephone endorsement desires position as apprentice operator. Willing to work any place for small starting salary. Box 372, BROADCASTING.

Announcer—experienced, excellent references; anywhere. Box 376, BROADCASTING.

Program, musical director, announcer, continuity writer, orchestra leader. 7 years experience—college education—fine letters. Employed. Box 375, BROADCASTING.

Operator, holding first-class Radiophone license desires position in progressive station. Box 366, BROADCASTING.

Employed network station technician desires change. Would manage small station. Box 373, BROADCASTING.

Wanted to Buy

Wanted—One Western Electric 105 c or equivalent. Write Box 377, BROADCASTING.

Equipment for Sale

Western Electric — Two 8B amplifiers $75.00 each; two 17B amplifiers, two 18B amplifiers, two 518 volume indicators at $35.00 each. First class condition. WLTH, Brooklyn, N. Y.

Dual 78 and 33 turntable with separate General Radio input channels and General Radio six channel input mixer mounted on mahogany steel table. Complete details on request. Write or wire Nolan S. Walker, 1307 Dueber Avenue, S.W., Canton, Ohio.

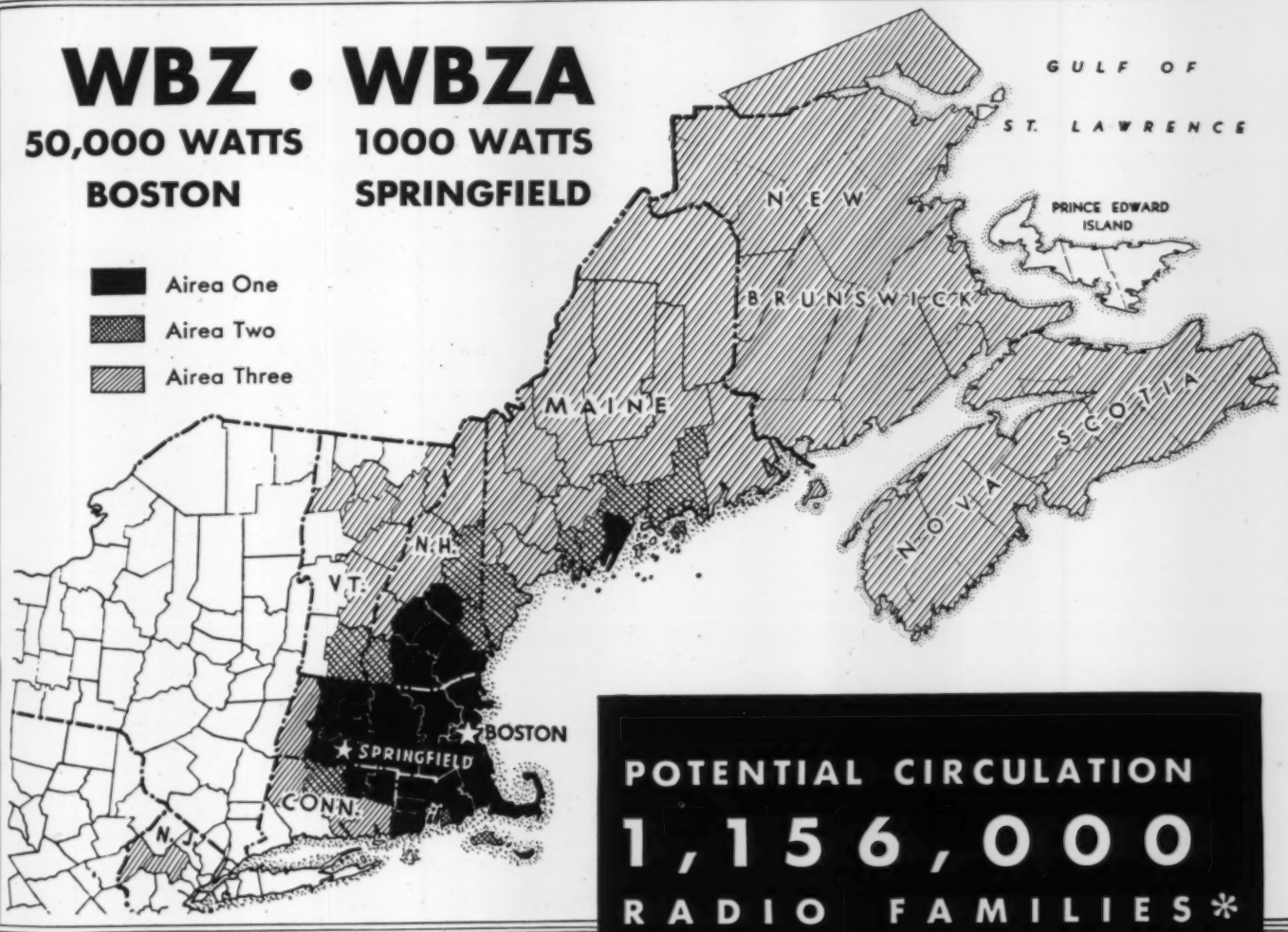
A Bird's-eye View

of the New England Market as the Advertiser knows it.. and as WBZ★WBZA covers it

WBZ • WBZA

50,000 WATTS BOSTON

1000 WATTS SPRINGFIELD



POTENTIAL CIRCULATION

1,156,000

RADIO FAMILIES*

******Potential circulation of WBZ-WBZA as determined by the new NBC Method of Audience Measurement by Aireas.*

Copies of this map are now available and will be sent to you at once, upon request.

NATIONAL BROADCASTING COMPANY, INC.

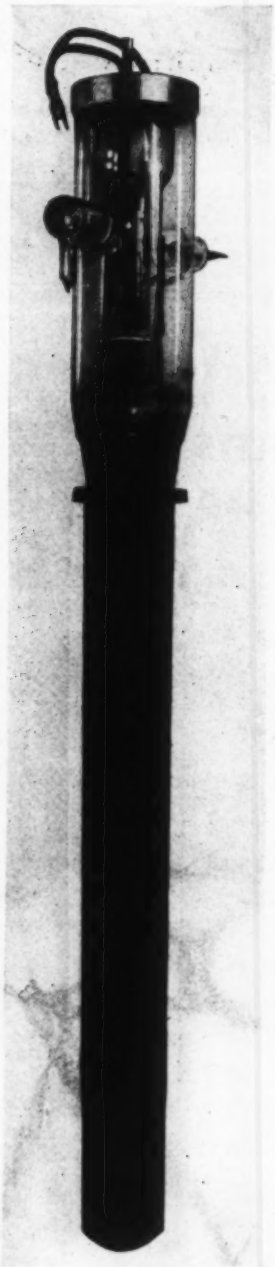
A RADIO CORPORATION OF AMERICA SUBSIDIARY

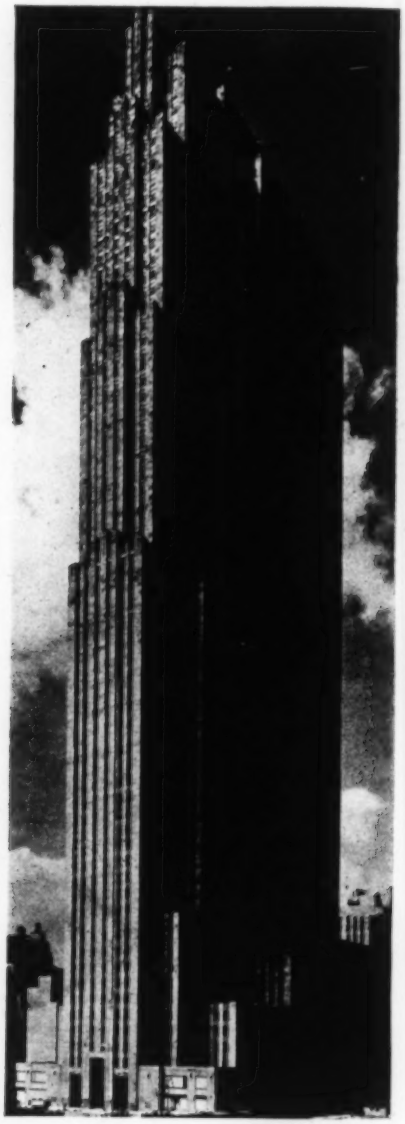
NEW YORK ★ WASHINGTON ★ CHICAGO ★ SAN FRANCISCO

WEAF & WJZ — WRC & WMAL — WMAQ & WENR — KGO & KPO

SALES REPRESENTATIVES AT: BOSTON—WBZ • SPRINGFIELD, MASS.—WBZA • SCHENECTADY—WGY • PITTSBURGH—KDKA • CLEVELAND—WTAM
DENVER—KOA • PHILADELPHIA • DETROIT

SKYSCRAPERS BOTH





Here are two comparable achievements—the famous RCA Building, and the giant RCA-100 kilowatt transmitting Radiotron, the largest commercial tube ever built in the United States.

The ability of RCA to design and construct such a tube as the RCA UV-862 is an indication of the tremendous resources of this organization. Those same resources, that same inventive genius, that same manufacturing skill, are reflected throughout the long line of transmitting tubes down to the very smallest. That is why RCA Transmitting Radiotrons are used as standard equipment by broadcasting stations on all frequencies, at all powers, in all parts of the country.

RCA TRANSMITTING RADIOTRONS

STANDARD FOR FIFTEEN YEARS

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1270 Sixth Avenue

CHICAGO
111 North Canal Street

SAN FRANCISCO
170 Ninth Street

DALLAS
Sante Fe Building

ATLANTA
144 Walton Street, N. W

RCA MANUFACTURING COMPANY, INC., CAMDEN, NEW JERSEY • A SUBSIDIARY OF THE RADIO CORPORATION OF AMERICA

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combined with

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WASHINGTON, D. C.
OCTOBER 1, 1935

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$4.00 the Year

$3.00 the Year
~~15c the Copy~~

THE JOHN CRERAR
SEP 30 1935
LIBRARY

WANTED

information concerning the whereabouts of one Old Philosopher. He is an old man with young ideas. When last seen he was wearing burlap, sandals and no hat.

We want him because he helped us prepare the first coverage story of WOR's 50,000-watt, high-fidelity transmitter — based on a field intensity survey and day and night mail analyses. His rock-bound conservatism will be appreciated by the whole industry.

You will want the information in his book which is now on the press. If you run into him send him back to our New York office, 1440 Broadway—at Times Square. He is a good fellow to have around.

WOR

Member of the
Mutual Broadcasting System

★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★ ★

WANTED

I want a copy of WOR's new coverage story, IT'S A SMALL WORLD, as soon as it comes off the press. Hope you find the Old Philosopher. He sounds interesting.

Name_____ Title_____

Firm_____

Address_____

TWO PROMISES

S RICHLY FULFILLED

To bring to the people of Detroit the finest programs on the air is the promise WJR once made to its public. Yesterday that promise was brilliantly fulfilled. Yesterday WJR joined Columbia, began to broadcast the programs which have made CBS America's favorite network.

Columbia too has been on record with a pledge... to make available for its advertisers the most desirable stations and the most effective coverage throughout the vast sweep of American markets.

Yesterday Columbia again made good its word. It proceeded to deliver to CBS clients incomparable coverage in the nation's fourth largest market where WJR, expanding to 50,000 watts, now broadcasts with greater power than all other Michigan stations combined.

THE COLUMBIA BROADCASTING SYSTEM
WORLD'S LARGEST RADIO NETWORK